

ConsumerInsight Inc., a company specializing in automotive research, launched 'Automotive Consumer Experiences,' quantifying consumers' car life experiences. This project attempts to share consumer experience information obtained from the 2022 Automobile Syndicated Study with professionals in the automobile industry. For further advancement in the industry and improved customer satisfaction, ConsumerInsight will provide information about the various moment of truth (MOT). The first one is the moments of truth of the AS process experiences.

I. Experiences About AS process

Outline

Presenting 16 MOT of AS process that consumers recently have experienced at **official service centers** from reservation to check-out.

Analysis Data

- **Target** : Those who experienced AS service at the official center within the last 1 year
- **Total No. of Cases** : 8,921 (2,151 domestic car owners & 6,770 imported car owners)

Experienced AS Process

PROCESS	STUDY CONTENT	MOMENTS OF TRUTH
Reservation	• Booking accessibility	① Online booking rate ② No. of call attempts for reservation ③ Success rate within the first call 1. Booking Process
Visit/Car take-in	• Work handling capability • Consultation fulfillment	④ Waiting time from booking to service ⑤ Waiting time for Pre-consultation ⑥ Key explanation missing rate 2. Take-in/consultation process
Consultation	• Repair/maintenance speed • Customer care during wait	⑦ Repair/maintenance ⑧ On the day repair completion rate ⑨ Parts supply shortage ⑩ Furnished customer 3. Repair/maintenance monitoring process (1) 3. Repair/maintenance monitoring process (2)
Wait/Monitor	• Repair/maintenance quality	⑪ Inaccurate repair/maintenance ⑫ Recurring problem explanation 4. Repair/maintenance Outcome Check
Outcome Check	• Repair/maintenance economy	⑬ Recent repair/maintenance cost ⑭ Complaint filing rates 5. Payment
Payment	• Care after the repair/maintenance	⑮ Free service experienced ⑯ Post-service contact 6. Check-out process
Check-out		

01 Reservation

1 Reservation method : 76.6% by phone, 18.8% online

[Table 1] Booking method and the ratio (%)

Method	Total	Domestic	Imported
(N)	(8,921)	(2,151)	(6,770)
Phone	76.6	76.4	76.6
Online	18.8	16.0	19.4
Someone else did it for me (salesperson, etc.)	2.6	1.4	2.8
Walk-in	2.1	6.2	1.3

Q: What booking method did you use for the repair/maintenance?

2 ‘Call attempts to get a hold of’ was 1.7 times on average and the success rate in the first call attempt was 64.1% on average.

- Volvo (1.22 times) and Lexus (1.23 times) were seen at the top of the scoreboard
- Lexus(84.8%) and Volvo(83.9%) showed a high success rate within the first call

[Table 2] Number of call attempts for phone reservation (In the order of lowest)

Rank	Brand	(N)	No. of call attempts
1	Volvo	(169)	1.22
2	Lexus	(213)	1.23
3	Toyota	(268)	1.32
4	Ssangyong	(244)	1.33
5	Jeep	(167)	1.38
6	Ford	(230)	1.42
7	Honda	(269)	1.43
8	Audi	(400)	1.47
9	Nissan	(107)	1.66
10	Mercedes-Benz	(1,034)	1.67
11	Lincoln	(83)	1.68
Average	Total	(5,795)	1.71
	Domestic Vehide Owners	(966)	1.96
	Imported Vehide Owners	(4,829)	1.67

Q: How many call attempts did you have to make for the repair/maintenance?

[Table 3] Success rate within the first call (In the order of highest)

Rank	Brand	(N)	Success rate(%)
1	Lexus	(213)	84.8
2	Volvo	(169)	83.9
3	SSANGYONG	(244)	78.8
4	Jeep	(167)	75.8
5	Toyota	(268)	75.5
6	Lincoln	(83)	72.9
7	Ford	(230)	71.8
8	Honda	(269)	71.5
9	Audi	(400)	70.4
10	Nissan	(107)	70.3
11	Infiniti	(66)	66.3
12	Mercedes-Benz	(1,034)	64.8
Average	Total	(5,795)	64.2
	Domestic Vehide Owners	(966)	55.2
	Imported Vehide Owners	(4,829)	66.0

Q: How many call attempts did you have to make for the repair/maintenance?

3 For online booking (18.8%), App (12.7%) was twice as much as Web (6.1%)

- Tesla (85.9%) ranked first, with almost all users (80.0%) using the app

[Table 4] Online booking rate (In the order of highest)

Rank	Brand	(N)	SUM (%)	Web (%)	App (%)
1	Tesla	(105)	85.9	5.9	80.0
2	MINI	(200)	42.6	6.0	36.5
3	Volvo	(270)	32.9	4.6	28.4
4	BMW	(1,505)	32.8	6.1	26.8
5	Volkswagen	(593)	27.8	5.2	22.6
6	GM Korea	(350)	19.5	19.5	0.0
7	Lexus	(304)	19.0	4.5	14.5
Average	Total	(8,921)	18.8	6.1	12.7
	Domestic Vehide Owners	(2,151)	16.0	11.8	4.2
	Imported Vehide Owners	(6,770)	19.4	4.9	14.5

Q: What booking method did you use for the repair/maintenance?

02 Take-in

- 1
- Waiting time from reservation to car take-in was avg. 11.9 days**

- The brand with the shortest waiting time was Ssangyong (2.9 days), followed by Volvo (6.2days)

[Table 5] Waiting time from reservation to car take-in (In the order of shortest time)

Rank	Brand	(N)	Waiting Time (days)
1	Ssangyong	(326)	2.9
2	Volvo	(258)	6.2
3	GM Korea	(146)	7.4
4	Jeep	(186)	7.8
5	Lexus	(288)	8.2
6	Tesla	(100)	9.8
7	Nissan	(115)	9.9
7	Audi	(464)	9.9
9	Cadillac	(30)	10.0
10	Lincoln	(94)	10.5
11	MINI	(189)	11.0
12	Volkswagen	(541)	11.1
13	Mercedes-Benz	(1,240)	11.3
14	Peugeot	(129)	11.6
Average	Total	(7,581)	11.9
	Domestic Vehide Owners	(1,264)	12.0
	Imported Vehide Owners	(6,307)	11.8

Q: How many days later were you booked for the center after the call?

2 **Waiting time for consultation after arriving at the center was avg. 10.5 minutes**

-The brand with the shortest waiting time was Lexus (6.1 min) and Toyota (6.5 min)

[Table 6] Waiting time for consultation before the car take-in (In the order of shortest time)

Rank	Brand	(N)	Waiting time (min)
1	Lexus	(260)	6.1
2	Toyota	(287)	6.5
3	Volvo	(200)	6.6
4	Honda	(236)	7.0
5	Lincoln	(76)	8.1
6	Ford	(189)	8.4
7	Jeep	(140)	8.5
8	Nissan	(99)	8.7
9	Tesla	(51)	8.9
10	Peugeot	(96)	9.3
11	Audi	(322)	9.6
12	Infiniti	(48)	9.7
13	Volkswagen	(410)	9.8
14	Porsche	(44)	10.5
Average	Total	(5,672)	10.5
	Domestic Vehide Owners	(1,383)	12.2
	Imported Vehide Owners	(4,289)	10.0

Q: How long did you wait from the reception to the consultation?

- 3
- Key explanation missing rate during the pre-consultation was avg. 44.0%**

 - Omitted explanation rate of the ‘expected maintenance time’ was low at 17%, but the rate of ‘the cause/solution to the problem’ was over 50%
 - The brands with the low missing rate were Volvo(36.4%) and Ssangyong(36.7%)

[Table 7] Omission rate of key content explanation (In the order of the lowest rate)

Rank	Brand	(N)	Cause (a)	Solution (b)	Expected time (c)	Expected cost (d)	Omittance Rate Avg. (a+b+c+d)/4
1	Volvo	(267)	50.4	53.2	6.1	35.7	36.4
2	Ssangyong	(764)	45.4	48.1	19.7	33.5	36.7
3	Renault Korea	(221)	48.7	47.8	22.9	37.4	39.2
4	Ford	(265)	49.2	52.8	15.2	40.2	39.4
5	Jaguar	(48)	47.4	44.2	20.8	49.2	40.4
6	Volkswagen	(569)	58.1	59.4	12.7	34.9	41.3
7	Nissan	(119)	56.4	61.1	11.8	40.9	42.5
8	Mercedes-Benz	(1,306)	53.7	54.9	15.5	47.5	42.9
9	Peugeot	(137)	58.8	53.5	20.7	39.5	43.1
10	Honda	(279)	59.5	62.2	13.4	37.6	43.2
11	Lincoln	(100)	55.3	58.5	11.0	48.4	43.3
12	Tesla	(103)	47.8	39.9	21.4	64.5	43.4
Average	Total	(8,623)	55.8	57.6	17.2	45.5	44.0
	Domestic Vehicle Owners	(2,073)	50.9	53.4	23.4	45.1	43.2
	Imported Vehicle Owners	(6,550)	57.4	59.0	15.3	45.6	44.3

Q: Select all the content the mechanic or the service advisor explained in the pre-consultation before the repair/maintenance.

03 Wait/Monitor (1)

1 The repair/maintenance completion rate on the day was 83.6%, with Japanese brands ranking 1st to 3rd.

- The brands with a high on-the-day completion rate were Lexus (94.7%) and Honda (92.8%)
- Only Ssangyong among domestic brands was included in the top 5 ranks at 89.0%

[Table 8] On-the-day completion rate by brand (In the order of highest)

Rank	Brand	(N)	On-the-day completion rate (%)
1	Lexus	(301)	94.7
2	Honda	(287)	92.8
3	Toyota	(343)	92.7
4	Volvo	(269)	90.5
5	Ssangyong	(791)	89.0
6	Lincoln	(101)	88.6
7	Nissan	(122)	86.7
8	Volkswagen	(585)	86.5
9	Ford	(271)	85.5
10	Mercedes-Benz	(1,338)	84.3
11	Cadillac	(31)	83.8
12	MINI	(200)	83.7
Average	Total	(8,835)	83.6
	Domestic Vehide Owners	(2,134)	80.5
	Imported Vehide Owners	(6,701)	84.6

Q. Was the vehicle repair/maintenance completed on the day? (Yes/No)

- 2
- The average time of customers who did not get an on-the-day repair/maintenance was **6.8 days, domestic brands ranking 1st to 5th.**
- The brands with a short repair/maintenance time were Ssangyong (4.8 days) and Renault (5.1 days)

[Table 9] Repair/maintenance time by brand (In the order of shortest)

Rank	Brand	(N)	Repair time (days)
1	Ssangyong	(87)	4.8
2	Renault Korea	(72)	5.1
2	GM Korea	(76)	5.1
4	Hyundai	(64)	5.6
5	Genesis	(31)	5.7
6	Volkswagen	(79)	5.8
7	MINI	(33)	5.9
8	BMW	(280)	6.1
9	Mercedes-Benz	(210)	6.6
	Total	(1,445)	6.8
Average	Domestic Vehicle Owners	(416)	6.1
	Imported Vehicle Owners	(1,029)	7.1

Q. After taking the vehicle in, how many days did it take for the repair/maintenance to finish?

- 3
- Parts supply shortage experience rate was 16.6%,
 - Brands with less supply shortage experience were Lexus (6.0%) and Toyota (9.2%)

[Table 10] Parts supply shortage experience rate by brand (In the order of lowest)

Rank	Brand	(N)	Parts shortage experience rate(%)
1	Lexus	(304)	6.0
2	Toyota	(346)	9.2
3	Honda	(289)	12.1
4	Volvo	(270)	12.2
5	Cadillac	(31)	12.7
6	Volkswagen	(593)	13.8
7	Mercedes-Benz	(1,354)	14.6
8	Ssangyong	(797)	15.0
9	GM Korea	(350)	15.3
10	Kia	(440)	15.7
11	Porsche	(90)	16.3
Average	Total	(8,921)	16.6
	Domestic Vehide Owners	(2,151)	16.7
	Imported Vehide Owners	(6,769)	16.5

Q. I didn't have to search/wait for the parts (No, I didn't have to / Yes, I had to)

- 4
- The waiting time for parts supply was approximately 2 weeks (13.2 days), with imported vehicle owners waiting 4.3 days longer than domestic vehicle owners.
- Brands with a short waiting time for supply were GM Korea (6.6 days) and Mini (6.9 days) in order.

[Table 11] Parts waiting time by brand(In the order of shortest)

Rank	Brand	(N)	Parts waiting time (Days)
1	GM Korea	(45)	6.6
2	MINI	(35)	6.9
3	Volkswagen	(69)	7.7
4	Hyundai	(47)	9.2
5	Ssangyong	(102)	9.6
6	Mercedes-Benz	(168)	11.4
6	Renault Korea	(40)	11.4
8	Kia	(60)	13.0
Average	Total	(1,243)	13.2
	Domestic Vehicle Owners	(311)	10.0
	Imported Vehicle Owners	(932)	14.3

Q. You answered that there was a problem with the parts supply. How long did it take from parts supply to repair/maintenance complete?

03 Wait/Monitor (2)

- 1
- The customer facilities were perceived ‘excellent’ by 93% of respondents.

 - By brand, Ford (97.3%) among imports, Hyundai (96.5%) among domestics were the highest.

[Table12] Perceived ‘excellent’ customer facility rate(In the order of highest)

Rank	Brand	(N)	Rate(%)
1	Ford	(272)	97.3
2	Hyundai	(269)	96.5
3	Lincoln	(103)	96.4
3	Honda	(289)	96.4
5	Lexus	(304)	96.3
6	Toyota	(346)	95.6
6	Genesis	(67)	95.6
8	Volvo	(270)	95.2
9	Jaguar	(50)	95.1
10	Audi	(496)	95.0
11	Porsche	(90)	94.8
12	Mercedes-Benz	(1,354)	94.3
13	Volkswagen	(593)	94.0
14	Ssangyong	(797)	93.2
	Total	(8,921)	93.1
Average	Domestic Vehide Owners	(2,151)	92.7
	Imported Vehide Owners	(6,770)	93.2

Q. Customer convenience facilities (waiting area, water, toilet, etc.) were well furnished (Yes/No)

2 The rate of customer informed of facilities (guidance rate) was 39%.

- By brand, Honda (50.7%), Lexus (48.5%) and Volvo (47.5%) were the highest in order

[Table 13] Customer facilities informed rate (In the order of highest)

Rank	Brand	(N)	Informed rate(%)
1	Honda	(279)	50.7
2	Lexus	(295)	48.5
3	Volvo	(267)	47.5
4	Lincoln	(100)	46.7
5	Volkswagen	(569)	46.2
6	Ford	(265)	45.1
7	Renault Korea	(221)	43.3
8	Toyota	(335)	42.2
9	Audi	(481)	41.2
10	Jaguar	(48)	40.3
10	Hyundai	(262)	40.3
10	Ssangyong	(764)	40.3
13	Genesis	(65)	40.1
14	Mercedes-Benz	(1,306)	39.9
	Total	(8,623)	38.8
Average	Domestic Vehide Owners	(2,073)	37.5
	Imported Vehide Owners	(6,550)	39.3

Q: Please select all that the mechanic or service advisor explained in the pre-consultation process prior to vehicle maintenance. (Select all that apply)

3 The rate of ‘Repair/maintenance status check at any time’ was 69%

- By brand, the rate was the highest for Toyota (87.4%), Volvo (86.3%), and Lexus (82%) in order.

[Table 14] Repair/maintenance status check availability rate (In the order of highest)

Rank	Brand	(N)	Repair status check availability rate (%)
1	Toyota	(346)	87.4
2	Volvo	(270)	86.3
3	Lexus	(304)	81.5
4	Ssangyong	(797)	79.4
5	Honda	(289)	79.0
6	Porsche	(90)	73.9
7	Renault Korea	(229)	72.8
8	Hyundai	(269)	71.1
9	KIA	(440)	70.4
10	Mercedes-Benz	(1,354)	70.3
Average	Total	(8,921)	68.8
	Domestic Vehide Owners	(2,151)	73.0
	Imported Vehide Owners	(6,770)	67.4

Q: I was able to check the repair/maintenance status at any time. (Yes/No)

04 Outcome Check

- 1
- Misdiagnosis experience rate was 7.1%, with domestic vehicle owners experienced 2.4%p higher than imported vehicle owners.
- Brands with a low misdiagnosis rate were Toyota (3.7%) and VW (4.1%)

- Ssangyong, amongst domestic brands, was the only brand to be included in the top 10 (6.0%)

[Table 14] Misdiagnosis experience rate (In the order of lowest)

Rank	Brand	(N)	Misdiagnosis Rate (%)
1	Toyota	(346)	3.7
2	Volkswagen	(593)	4.1
3	Volvo	(270)	4.5
4	Peugeot	(144)	4.7
5	Lincoln	(103)	5.0
6	Nissan	(123)	5.1
7	Honda	(289)	5.8
8	BMW	(1,505)	6.0
9	Tesla	(105)	6.0
10	Ssangyong	(797)	6.0
11	Lexus	(304)	6.3
12	Ford	(272)	6.6
13	Genesis	(67)	6.8
Average	Total	(8,921)	7.1
	Domestic Vehide Owners	(2,151)	8.9
	Imported Vehide Owners	(6,770)	6.5

Q: I have experience in getting the wrong part repaired because of a misdiagnosis (Yes/No)

2 Excessive repair experience rate was 6.4%

- Brands with a low excessive repair experience rate were Tesla (1.6 %) and Nissan (3.0 %)

[Table 15] Excessive repair experience rate by brand (In the order of lowest)

Rank	Brand	(N)	Excessive Repair Exp. Rate(%)
1	Tesla	(105)	1.6
2	Nissan	(123)	3.0
3	Lincoln	(103)	3.2
4	Honda	(289)	3.5
5	Volvo	(270)	3.8
6	Jeep	(196)	4.1
7	Volkswagen	(593)	4.6
8	BMW	(1,505)	5.4
9	Ssangyong	(797)	5.5
10	Hyundai	(269)	5.7
11	GM Korea	(350)	5.7
12	Porsche	(90)	5.9
13	Land Rover	(117)	6.2
14	Ford	(272)	6.4
Average	Total	(8,921)	6.4
	Domestic Vehide Owners	(2,151)	6.8
	Imported Vehide Owners	(6,770)	6.3

Q: I have experience in getting excessive/unnecessary repair/maintenance (Yes/No)

3 Arbitrary repair experience rate was 4.9%

- Brands with a low arbitrary repair rate were Tesla (2.1%) and VW (2.3%)

[Table 16] Arbitrary repair experienced by brand (In the order of lowest)

Rank	Brand	(N)	Arbitrary Repair Exp. Rate (%)
1	Tesla	(105)	2.1
2	Volkswagen	(593)	2.3
3	Genesis	(67)	2.8
4	Honda	(289)	2.9
5	Cadillac	(31)	3.2
6	Volvo	(270)	3.3
7	Lexus	(304)	3.7
8	Jeep	(196)	3.8
9	Toyota	(346)	3.8
10	GM Korea	(350)	4.0
11	Lincoln	(103)	4.2
12	Ssangyong	(797)	4.3
13	Ford	(272)	4.4
14	BMW	(1,505)	4.4
15	Peugeot	(144)	4.8
Average	Total	(8,921)	4.9
	Domestic Vehide Owners	(2,151)	5.7
	Imported Vehide Owners	(6,770)	4.7

Q: I have experience in not being informed about the changed repair in advance. (Yes/No)

4 Recurring problem experience rate was 10.2%

- Brands with a low recurring problem experience rate were Cadillac (0%) and Lexus (2.2%)

[Table 17] Recurring problems experience rate by brand (In the order of lowest)

Rank	Brand	(N)	동일 문제 발생률(%)
1	Cadillac	(31)	0.0
2	Lexus	(304)	2.2
3	Toyota	(346)	3.3
4	MINI	(200)	4.6
5	Honda	(289)	4.7
6	Nissan	(123)	7.1
7	Jaguar	(50)	7.2
8	Volvo	(270)	7.7
9	Volkswagen	(593)	7.7
10	BMW	(1,505)	8.1
11	Ssangyong	(797)	8.1
12	Porsche	(90)	8.5
13	Infiniti	(75)	10.1
Average	Total	(8,921)	10.2
	Domestic Vehide Owners	(2,151)	13.6
	Imported Vehide Owners	(6,770)	9.0

Q: I have experience in recurring problems after the repair/maintenance (Yes/No)

05 Payment

- 1
- The average cost per repair/maintenance was 828,000 KRW

 - GM Korea (413,000 KRW) and Hyundai (449,000 KRW) showed a relatively low repair/maintenance cost.
 - Toyota was the only imported brand included in the lowest 5 brands at 512,000 KRW.

[Table 19] Cost per repair by brand (In the order of lowest)

Rank	Brand	(N)	Repair Cost (10,000 KRW)
1	GM Korea	(350)	41.3
2	Hyundai	(269)	44.9
3	Kia	(440)	45.3
4	Ssangyong	(797)	47.4
5	Toyota	(346)	51.2
6	Renault Korea	(229)	65.4
7	Honda	(289)	66.6
8	Ford	(272)	68.6
9	Volkswagen	(593)	69.2
10	MINI	(200)	71.4
11	Nissan	(123)	76.4
12	Peugeot	(144)	81.3
Average	Total	(8,921)	82.8
	Domestic Vehicle Owners	(2,151)	48.8
	Imported Vehicle Owners	(6,770)	98.2

Q: What was the approximate cost of the total service you paid when you had your vehicle serviced at the garage?

2 25.4% of customers experienced ‘Discount on the repair/maintenance bill’.

- Brands with the most discounts on the repair/maintenance bill were Nissan (36.1%) and Porsche (34.1%)

[Table 20] Discount experience rate (In the order of highest)

Rank	Brand	(N)	Repair discount experience (%)
1	Nissan	(123)	36.1
2	Porsche	(90)	34.1
3	GM Korea	(350)	33.8
4	Jaguar	(50)	33.3
5	Ssangyong	(797)	29.7
6	Renault Korea	(229)	29.4
6	Ford	(272)	29.4
8	Infiniti	(75)	29.3
9	Lexus	(304)	28.9
10	MINI	(200)	27.4
11	Peugeot	(144)	26.4
12	BMW	(1,505)	26.3
13	Mercedes-Benz	(1,354)	25.8
Average	Total	(8,921)	25.4
	Domestic Vehide Owners	(2,151)	27.0
	Imported Vehide Owners	(6,770)	24.9

Q: On my recent visit to that garage, they gave me a discount on repairs.
(Yes/No)

3 12.6% of customers filed complaints about the repair/maintenance received.

- Brands with a low complaints filing rate were Lexus (4.8%) and Toyota (6.4%)
- Ssangyong, among domestic brands had the lowest rate at 9.3%

[Table 21] Complaints filing rate (In the order of lowest)

Rank	Brand	(N)	Complaint filing rate (%)
1	Lexus	(304)	4.8
2	Toyota	(346)	6.4
3	Infiniti	(75)	8.3
4	Volvo	(270)	8.7
5	Ssangyong	(797)	9.3
6	Honda	(289)	9.6
7	Mercedes-Benz	(1,354)	9.8
8	Ford	(272)	10.3
9	Volkswagen	(593)	10.5
10	Renault Korea	(229)	11.2
11	Audi	(496)	12.0
12	MINI	(200)	12.4
Average	Total	(8,921)	12.6
	Domestic Vehide Owners	(2,151)	14.4
	Imported Vehide Owners	(6,770)	12.1

Q: I have filed complaints about the repair/maintenance result in the past 1 year. (Yes/No)

06 Check-out

- 1
- 63.5% of car owners have been offered with a free service during the check-out**

 - Volvo(76.2%), Honda(75.6%), and Lincoln(73.0%) scored a high free service rate
 - Renault Korea(70.4%) was the highest among domestic brands

[Table 22] The rate of customers who were offered free service(In the order of highest, %)

Rank	Brand	(N)	Free Service Experience Rate
1	Volvo	(270)	76.2
2	Honda	(289)	75.6
3	Lincoln	(103)	73.0
4	Renault Korea	(229)	70.4
5	Mercedes-Benz	(1,354)	69.1
6	Porsche	(90)	68.9
7	Ssangyong	(797)	67.5
8	Lexus	(304)	66.8
9	Toyota	(346)	66.3
10	Hyundai	(269)	66.0
11	Jeep	(196)	65.5
12	Jaguar	(50)	65.4
13	Audi	(496)	64.0
Avg.	Total	(8,921)	63.5
	Domestic Vehicle Owners	(2,151)	62.9
	Imported Vehicle Owners	(6,770)	63.6

Q: The service center offered unrequested services/inspections for free.(Yes/No)

2 ‘Overall inspection’ (28.6%) was the most wanted free service item

- Oil replacement/replenishment(15.0%) and AC filter replacement(11.4%) were in high demand
- ‘Air-pressure check’ and ‘Washer/coolant replenishment’ were the top 1 and 3 offered services but also were the least preferred

[Table 23] Free services wanted by customers (In the order of highest, %)

Rank	Free Service Item	Total	Domestic Vehicle Owners	Imported Vehicle Owners
	(N)	(8,921)	(2,151)	(6,770)
1	Overall inspection	28.6	32.0	27.5
2	Oil(Engine oil) replacement/replenishment	15.0	13.7	15.4
3	AC filter replacement	11.4	11.1	11.5
4	Engine room clean	10.2	10.6	10.0
5	Car wash (in/out)	9.0	7.5	9.5
6	Free wiper replacement	8.6	7.1	9.1
7	Air purifier(Insect screener/antibacterial/deodorant)	5.2	5.8	5.1
8	Promotions/souvenirs/accessories offer	3.4	1.8	3.9
9	Tire/wheel coating and cleaning	3.1	2.5	3.3
10	Tire air pressure check/replenishment	2.7	3.8	2.4
10	Washer/coolant replenishment	2.7	4.2	2.2

Q: Select the one free service/checkup you would most like to be offered in the future.

3 Tire air-pressure check (60.6%) was the most offered among free service Items

- Overall inspection and Washer/coolant replenishment followed
- A relatively high rate of ‘Engine room clean’ for domestic owners, and ‘Oil replacement/replenishment’ for import owners, were offered for free

[Table 24] Free services offered during the checkout process (In the order of highest, %)

Free Service Item	Total	Domestic Vehicle Owners	Imported Vehicle Owners
Total(N)	(8,921)	(2,151)	(6,770)
Unexperienced(N)	(3,507)	(867)	(2,640)
Experienced(N)	(5,414)	(1,284)	(4,130)
Tire air pressure check/replenishment	60.6	62.1	60.1
Overall inspection	57.1	54.3	57.9
Washer/coolant replenishment	47.5	49.5	46.9
Oil (Engine oil) replacement/replenishment	33.6	20.6	37.6
Engine room clean	16.7	23.1	14.7
AC filter replacement	16.0	9.5	18.0
Air purifier (Insect screener/antibacterial/Deodorant)	12.3	9.7	13.1
Promotions/souvenirs/accessories offer	11.5	7.5	12.8
Free wiper replacement	10.9	4.8	12.8
Car wash (in/out)	8.7	5.3	9.7
Tire/wheel coating and cleaning	6.4	5.1	6.8

Q: Select all the free services/inspections you received at your most recent visit.

4 78.3% of car owners received a post-service contact

- Lexus(87.9%), Volvo(86.9%), and Toyota(84.5%) showed a high post-service contact rates

- Among domestic brands, GM Korea (80.5%) recorded the highest rate

[Table 25] Service satisfaction asked after the service(In the order of highest)

Rank	Brand	(N)	Contact Received Customers(%)
1	Lexus	(304)	87.9
2	Volvo	(270)	86.9
3	Toyota	(346)	84.5
4	Audi	(496)	83.7
5	Lincoln	(103)	81.7
6	Jaguar	(50)	81.1
7	BMW	(1,505)	81.0
8	GM Korea	(350)	80.6
9	Ford	(272)	79.4
10	Mercedes-Benz	(1,354)	79.0
11	Jeep	(196)	78.8
12	Renault Korea	(229)	78.4
13	Honda	(289)	78.4
Avg.	Total	(8,921)	78.3
	Domestic Vehide Owners	(2,151)	73.9
	Imported Vehide Owners	(6,770)	79.8

Q. After the maintenance/repair, I was contacted (by phone, text/Kakao, APP instructions, etc.) to ask if I was satisfied with the service (if there were no problems).(Yes/No)

07 Summary _ Benchmarks by Item

1 Lexus ranked #1 in 6 items... Volvo · Tesla ranked #1 in 3 items respectively

- Volvo 10 times, Lexus 9 times, and Toyota 8 times ranked in the top 3 position
- Among domestic brands, Ssangyong ranked #1 in 2 items, GM Korea did in 1.

2 Regarding the rank correlation analysis with CSI, the 'Get through within the first call attempt' (0.655) were the highest.

- Followed by 'Parts supply problem experience' (0.645), and 'Repair outcome complaint rate' (0.627)

Experienced AS Process			Benchmarks						Correlation
Pro-cess	Experiences(sorting)	Unit	1 st Place		2 nd Place		3 rd Place		Rank Correlation With CSI
Reserv-ation	① Online booking rate(△*)	%	Tesla	85.9	MINI	42.6	Volvo	32.9	0.386**
	② No. of call attempts for reservation(▽)	Time	Volvo	1.22	Lexus	1.23	Toyota	1.32	0.510
	③ Success rate within the first call(△)	%	Lexus	84.8	Volvo	83.9	Ssangyong	78.8	1 0.655
Visit/ Take-in/ Consul-tation	④ Waiting time from booking to service(▽)	Day	Ssangyong	2.9	Volvo	6.2	GM Korea	7.4	0.313
	⑤ Waiting time for Pre-consultation(▽)	Minute	Lexus	6.1	Toyota	6.5	Volvo	6.6	0.388
	⑥ Key explanation missing rate(▽)	%	Volvo	36.4	Ssangyong	36.7	Renault Korea	39.2	0.170
Wait/ Monitor-ing	⑦ Repair/maintenance time (▽)	Day	Ssangyong	4.8	Renault Korea	5.1	GM Korea	5.1	0.587
	⑧ On the day repair completion rate(△)	%	Lexus	94.7	Honda	92.8	Toyota	92.7	0.506
	⑨ Parts supply shortage ex. rate(▽)	%	Lexus	6.0	Toyota	9.2	Honda	12.1	2 0.645
	⑩ Furnished customer facilities(△)	%	Honda	50.7	Lexus	48.5	Volvo	47.5	0.625
Out-come check	⑪ Inaccurate repair/maintenance ex. rate(▽)	%	Toyota	3.7	Volkswagen	4.1	Volvo	4.5	0.402
	⑫ Excessive repair/maintenance ex. rate (▽)	%	Tesla	1.6	Nissan	3.0	Lincoln	3.2	0.155
	⑬ Arbitrary repair/maintenance ex. rate (▽)	%	Tesla	2.1	Volkswagen	2.3	Genesis	2.8	0.294
	⑭ Recurring problem ex. rate(▽)	%	Cadillac	0.0	Lexus	2.2	Toyota	3.3	0.128
Payme-nt	⑮ Recent repair/maintenance cost(▽)	10,000 KRW	GM Korea	41.3	Hyundai	44.9	Kia	45.3	0.479
	⑯ Complaint filing rates(▽)	%	Lexus	4.8	Toyota	6.4	Infiniti	8.3	3 0.627
Check-out	⑰ Free service experienced(△)	%	Volvo	76.2	Honda	75.6	Lincoln	73.0	0.621
	⑱ Post-service contact(△)	%	Lexus	87.9	Volvo	86.9	Toyota	84.5	0.507

*△ indicates large figure ranks higher, ▽ indicates small figure ranks higher.

** Quantifies the correlation between experience item rankings and CSI rankings for 26 brands, with numbers closer to 1 indicating greater correlation.

Inquiry

Hyun Kim (MD)
Park, Seungpyo (ED)
Jung, Dongwon (GM)

☎ 02-6004-7665	✉ hyun.kim@consumerinsight.kr
☎ 02-6004-7661	✉ sammy.park@consumerinsight.kr
☎ 02-6004-7616	✉ jungdw@consumerinsight.kr