

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	<ul style="list-style-type: none"> <li>• Booking accessibility</li> </ul>	<ol style="list-style-type: none"> <li>① Online booking rate</li> <li>② No. of call attempts for reservation</li> <li>③ Success rate within the first call</li> </ol>
Visit/Take-in	<ul style="list-style-type: none"> <li>• Work handling capability</li> <li>• Consultation fulfillment</li> </ul>	<ol style="list-style-type: none"> <li>④ Waiting time from booking to service</li> <li>⑤ Waiting time for Pre-consultation</li> <li>⑥ Key explanation missing rate</li> </ol>
Consultation		
Wait/Monitor	<ul style="list-style-type: none"> <li>• Repair/maintenance speed</li> <li>• Customer handling quality</li> </ul>	<ol style="list-style-type: none"> <li>⑦ Repair/maintenance time</li> <li>⑧ On the day repair completion rate</li> <li>⑨ Parts supply shortage experience rate</li> <li>⑩ Furnished customer facility</li> </ol>
Repair Outcome Check	<ul style="list-style-type: none"> <li>• Repair/maintenance economy</li> <li>• Repair/maintenance quality</li> </ul>	<ol style="list-style-type: none"> <li>⑪ Recent repair/maintenance time</li> <li>⑫ Wrong/excessive/arbitrary repair experience rate</li> <li>⑬ Recurring problem experience rate</li> <li>⑭ Complaint filing/handling rates</li> </ol>
Payment	<ul style="list-style-type: none"> <li>• Care after the repair/maintenance</li> </ul>	<ol style="list-style-type: none"> <li>⑮ Free service experienced</li> <li>⑯ Preferred free services</li> </ol>
Check-out		

2. Take-in/consultation process

## 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
	<b>Total</b>	(7,581)	<b>11.9</b>
Average	<b>Domestic Vehicle Owners</b>	(1,264)	<b>12.0</b>
	<b>Imported Vehicle Owners</b>	(6,307)	<b>11.8</b>

## 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
	<b>Total</b>	(5,672)	<b>10.5</b>
Average	<b>Domestic Vehicle Owners</b>	(1,383)	<b>12.2</b>
	<b>Imported Vehicle Owners</b>	(4,289)	<b>10.0</b>

**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
	<b>Total</b>	(8,623)	<b>55.8</b>	<b>57.6</b>	<b>17.2</b>	<b>45.5</b>	<b>44.0</b>
Average	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

## Inquiry

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