

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
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
Consultation	• Repair/maintenance speed • Customer care during wait	⑦ Repair/maintenance time ⑧ On the day repair completion rate ⑨ Parts supply shortage rate ⑩ Furnished customer facilities
Outcome Check	• Repair/maintenance economy • Repair/maintenance quality	⑪ Recent repair/maintenance time ⑫ Wrong/excessive/arbitrary repair experience rate ⑬ Recurring problem experience rate ⑭ Complaint filing/handling rates
Payment		
Check-out	• Care after the repair/maintenance	⑮ Free service experienced ⑯ Preferred free services

3. Repair/maintenance monitoring process (2)

03 Wait/Monitor (2)

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- 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)

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- 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)

Inquiry

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