

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 ⑧ On the day repair completion rate ⑨ Parts supply shortage experience rate ⑩ Furnished customer facility
Wait/Monitor		3. Repair/maintenance monitoring process (1)
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

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)

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- 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)

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- 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?

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