

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

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
	Total	(8,921)	7.1
Average	Domestic Vehicle Owners	(2,151)	8.9
	Imported Vehicle 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
	Total	(8,921)	6.4
Average	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
	Total	(8,921)	4.9
Average	Domestic Vehicle Owners	(2,151)	5.7
	Imported Vehicle 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
	Total	(8,921)	10.2
Average	Domestic Vehicle Owners	(2,151)	13.6
	Imported Vehicle Owners	(6,770)	9.0

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

Inquiry

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