

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 Parts supply shortage experience rate ⑩ Furnished customer facilities
Wait/Monitor	<ul style="list-style-type: none"> • Repair/maintenance quality 	<ul style="list-style-type: none"> ⑪ Inaccurate repair/maintenance experience rate ⑫ Recurring problem experience rate
Outcome Check	<ul style="list-style-type: none"> • Repair/maintenance economy 	<ul style="list-style-type: none"> ⑬ Recent repair/maintenance cost ⑭ Complaint filing rates
Payment		5. Payment
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

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
	Total	(8,921)	82.8
Average	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
	Total	(8,921)	25.4
Average	Domestic Vehicle Owners	(2,151)	27.0
	Imported Vehicle 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
	Total	(8,921)	12.6
Average	Domestic Vehicle Owners	(2,151)	14.4
	Imported Vehicle Owners	(6,770)	12.1

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

Inquiry

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