

## Digital Tools Drive Satisfaction with After-Sales Service Experience, J.D. Power Finds

### Toyota Ranks Highest in Thailand Customer Service Satisfaction

**BANGKOK: 29 March 2022** – Effective communication through digital tools can help drive satisfaction among customers in Thailand when getting their vehicles serviced, according to the J.D. Power 2021 Thailand Customer Service Index (CSI) Study<sup>SM</sup>, released today. These include service notification, appointment method, explanations of service advisor, updating service progress, service payment and contact after their visit. Overall satisfaction is 861 (on a 1,000-point scale).

It's also notable that, while only 4% of survey respondents scheduled their service visit on a brand's app, 11% said they would prefer to do so in the future. Due to some roadblocks of online platforms in Thailand, 58% of customers who made an online appointment still answered a return call from their service center to get more information or to confirm the appointment.

Satisfaction averages 867 when a service advisor uses a tablet during the visit but declines to 846 when a tablet isn't used. Still, only 57% of service advisors used a tablet to show a menu of available service options.

Seeing their own car while servicing through a live stream application is an alternative way for customers to know the progress of service work. While only 7% of customers used such an application, 11% said they would like to have it available during their next service visit.

"Applying technology in the digital era is crucial to create satisfaction for customers," said **Manenatta Jirasevijinda, Regional lead of automotive in SEA TW AUS at NielsenIQ**. "Customers need the thoroughness, quick and multiple choices of service. Service centers must have various online channels including digital devices used to create an impressive experience for customers."

Following are additional key findings of the 2021 study:

- **Most customers stay at dealership during service:** Nearly nine of 10 customers (88%) stay at the dealership while their car is being serviced. Although plenty of amenities are available, satisfaction can be driven higher from the value-added amenities. More than one-third (34%) said they experienced a free meal, 31% said they used a vending machine and 29% said they accessed a coffee shop.
- **Taking care of customers from beginning to end:** Nine of 10 (90%) customers said they were greeted immediately upon arrival at the dealership. At the conclusion of the service visit, 55% said their vehicle was retrieved by a dealership staff person and 44% said a staff person escorted them to their vehicle.
- **Better vehicle conditions when returning after service:** Nearly all (99.7%) customers said that the service center completed all requested work since the first time. More than three-fourths (81%) said their vehicle was returned cleaner than when they brought it in, while 52% said the engine compartment was cleaned and 38% said their vehicle received free polishing/waxing.

## Study Ranking

**Toyota** ranks highest in after-sales customer satisfaction with a score of 873 and performs well on all five factors. **Isuzu** ranks second with a score of 862.

The 2021 Thailand Customer Service Index (CSI) Study measures overall satisfaction among vehicle owners who visited an authorised service center for maintenance or repair work during the first 12 to 36 months of ownership, based on five factors (in order of importance): service initiation (25%); service advisor (20%); vehicle pickup (20%); service facility (18%); and service quality (17%).

The study is based on responses from 3,342 new-vehicle owners who purchased their vehicle between September 2018 and December 2020 and took their vehicle for service to an authorised dealer or service center between March and December 2021. The study was fielded from September 2021 through January 2022.

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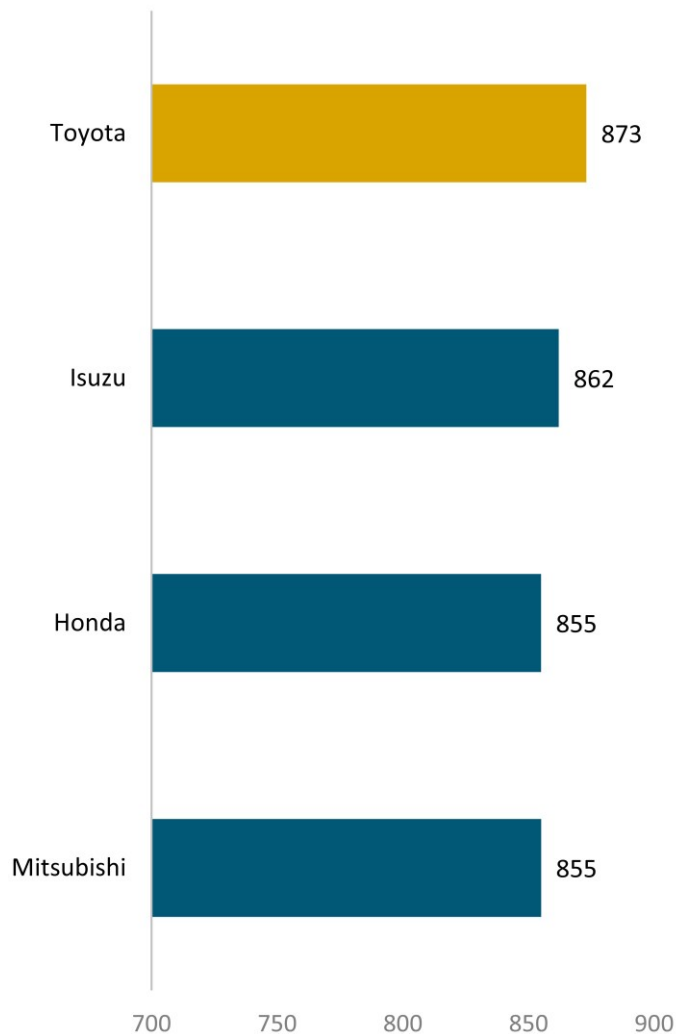
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NOTE: One chart follows.

# J.D. Power 2021 Thailand Customer Service Index (CSI) Study<sup>SM</sup>

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## Customer Service Index Ranking Mass Market Brands (Based on a 1,000-point scale)



*Note: Included in the study but not ranked is Subaru. Only the top 3 ranked brands are displayed.*

*Source: J.D. Power 2021 Thailand Customer Service Index (CSI) Study<sup>SM</sup>*

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