



Press Release

J.D. Power Asia Pacific Reports: Customer Expectations for Turnaround Time with Automotive Service Increase, Leading to Stress on Dealership Infrastructure in India

Maruti Suzuki Ranks Highest in Customer Satisfaction with Dealer Service in India for a 12th Consecutive Year

SINGAPORE: 31 October 2011 — Customer expectations are increasing regarding turnaround time for service initiation and after-service vehicle pick-up in India, resulting in greater pressure on the infrastructure of dealer networks, according to the J.D. Power Asia Pacific 2011 India Customer Satisfaction StudySM (CSI) released today.

The study, now in its 15th year, measures satisfaction among vehicle owners who visited their authorized dealership service center for maintenance or repair work during the first 12 to 24 months of ownership. The study measures overall satisfaction by examining five factors (listed in order of importance): service quality; vehicle pick-up; service advisor; service facility; and service initiation. Overall customer satisfaction is measured on a 1,000-point scale, with a higher score indicating higher satisfaction.

Overall customer satisfaction in India has increased by 12 points to an average 824 in 2011, compared with 2010, demonstrating that the industry has taken effective steps to keep up with changing customer expectations. Satisfaction has improved in all five factors, with the largest gains in the service initiation factor.

The study finds that delivering fast turnaround times—particularly during service visit initiation and post-service vehicle pick-up—has a strong positive impact on overall satisfaction. Wait times for obtaining a service appointment have nearly doubled in 2011, compared with 2010. Furthermore, a significantly large proportion of customers indicate experiencing a long wait time for meeting the service advisor.

“Even though there has been rapid expansion of dealer and service networks in most major cities in India, clearly, gaps still persist between the total increase in vehicles and available service network space,” said Mohit Arora, executive director, J.D. Power Asia Pacific. “Furthermore, the problem is aggravated by increased expectations of customers in India, who want a rapid response and quick turnaround time for servicing their cars.”

The study also finds that service customers have become much more critical of dealer performance on turnaround time during post-service vehicle pick-up. In particular satisfaction with the time it takes to finish post-service paperwork is lower in 2011 than in the past three years.

“Shortening administrative processing times can have a positive influence on the overall customer experience,” said Arora. “Dealerships need to focus on optimizing the time spent by customers at the dealerships in order to provide a superior customer experience.”

Maruti Suzuki ranks highest in customer satisfaction with dealer service for a 12th consecutive year, with a score of 879 points. Maruti Suzuki improves more than any other brand in 2011, compared with 2010, and also performs particularly well in the service advisor factor.

“Maruti Suzuki’s overall performance is largely due to its strength in critical operational measures, including performing service work correctly the first time and exceeding customer expectations for turnaround time,” said Arora. “In addition, its customers report paying particularly low service costs, compared with other brands, suggesting that Maruti Suzuki provides relatively high value for the price paid.”

Service customers who are highly satisfied with dealer service tend to have higher levels of advocacy and loyalty to the dealership and the brand. Among customers who are highly satisfied with their service experience at the dealership (service satisfaction scores averaging 931 and above), more than nine in ten (94%) say they “definitely will” revisit their service dealer for post-warranty service. In contrast, only 37 percent of less-satisfied customers (service satisfaction scores averaging 758 and below) say the same. Similarly, 90 percent of highly satisfied customers say they “definitely will” purchase their next vehicle from service dealer, compared to just 28 percent of less-satisfied customers.

The 2011 India Customer Satisfaction Index Study is based on evaluations from 6,821 vehicle owners. The study was fielded from May to August 2011 and includes customers who purchased their vehicles between May 2009 and August 2010.

About J.D. Power Asia Pacific

J.D. Power Asia Pacific has offices in Tokyo, Singapore, Beijing, Shanghai and Bangkok that conduct customer satisfaction research and provide performance analytics services in the automotive, information technology and finance industries. Together, the five offices bring the language of customer satisfaction to consumers and businesses in Australia, China, India, Indonesia, Japan, Malaysia, Philippines, Taiwan and Thailand. Information regarding J.D. Power Asia Pacific and its products can be accessed through the Internet at www.jdpower.com. Media e-mail contact: xingtliu@jdpower.com.sg.

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company providing forecasting, performance improvement, social media and customer satisfaction insights and solutions. The company’s quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on [car reviews and ratings](#), [car insurance](#), [health insurance](#), [cell phone ratings](#), and more, please visit JDPower.com. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

About The McGraw-Hill Companies: McGraw-Hill is a leading global financial information and education company that helps professionals and students succeed in the Knowledge Economy. Leading brands include Standard & Poor’s, S&P Capital IQ, S&P Indices, Platts energy information services and McGraw-Hill Education. With sales of \$6.2 billion in 2010, the Corporation has approximately 21,000 employees across more than 280 offices in 40 countries. On September 12, 2011, the Corporation announced its intention to separate into two public companies – McGraw-Hill Markets (working name), primarily focused on global capital and commodities markets and McGraw-Hill Education focused on digital learning and education services worldwide. Additional information is available at <http://www.mcgraw-hill.com/>.

Media Relations Contacts:

Xingtliu; J.D. Power Asia Pacific; 08-Shenton Way, #44-02/03/04; Singapore, 068811; Phone +65-67338980; xingtliu@jdpower.com.sg

John Tews; Director, Media Relations; J.D. Power and Associates; 5435 Corporate Drive, Suite 300; Troy, MI, 48098 U.S.A.; 001 248-312-4119; media.relations@jdpa.com

No advertising or other promotional use can be made of the information in this release without the express prior written consent of J.D. Power and Associates. <http://www.jdpower.com/corporate>

###

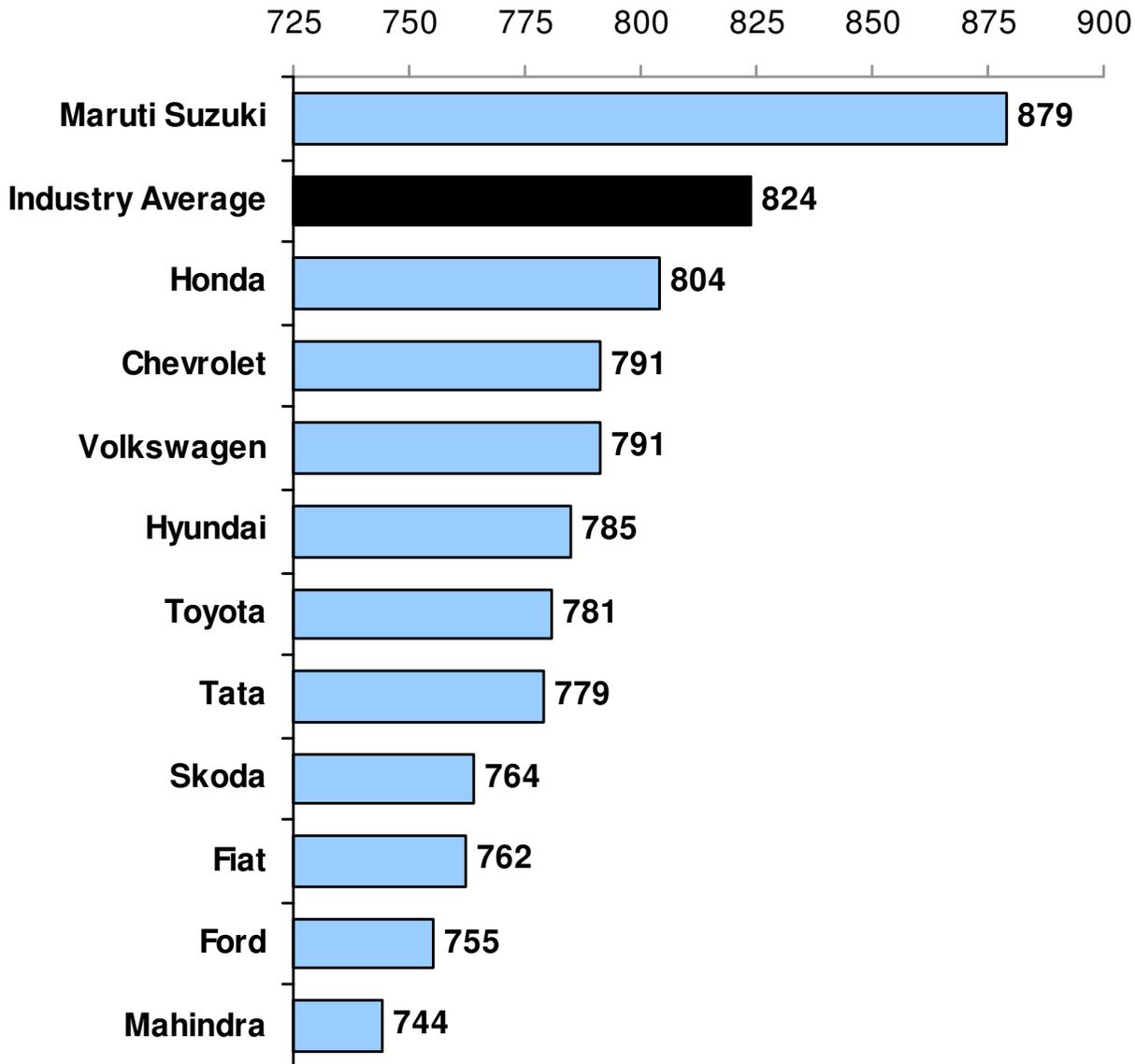
(Page 2 of 2)

NOTE: Two charts follow.

J.D. Power Asia Pacific 2011 India Customer Service Index (CSI) StudySM

Customer Service Index Ranking

Based on 1,000-point scale



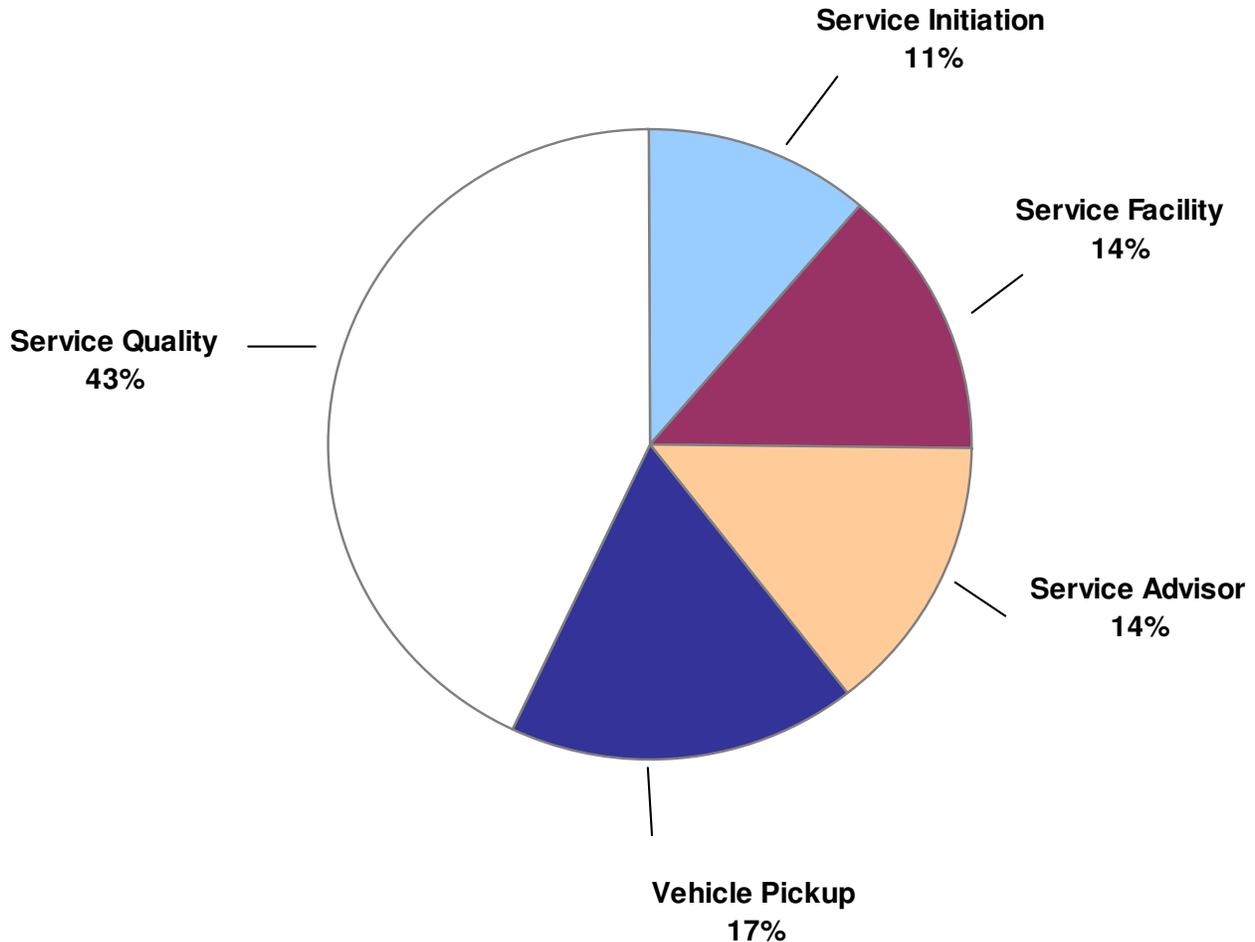
NOTE: Included in the study but not ranked due to small sample size are: Audi, BMW, Mahindra-Renault, Mercedes-Benz and Mitsubishi.

Source: J.D. Power Asia Pacific 2011 India Customer Service Index (CSI) StudySM

Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power Asia Pacific as the publisher and the J.D. Power Asia Pacific 2011 India Customer Service Index (CSI) StudySM as the source. Rankings are based on numerical scores and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power Asia Pacific study results without the express prior written consent of J.D. Power Asia Pacific.

J.D. Power Asia Pacific 2011 India Customer Service Index (CSI) StudySM

Factors Contributing to Overall Satisfaction



NOTE: Percentages may not total 100 due to rounding.

Source: J.D. Power Asia Pacific 2011 India Customer Service Index (CSI) StudySM

Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power Asia Pacific as the publisher and the J.D. Power Asia Pacific 2011 India Customer Service Index (CSI) StudySM as the source. Rankings are based on numerical scores and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power Asia Pacific study results without the express prior written consent of J.D. Power Asia Pacific.