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Study: Dealers Seeing Increased Shopper Satisfaction

SITUATION

- 1 . Consumers happier w/ how dealers treat them than a year ago, says Pied Piper study
- 2 . 24 of 37 brands improved their Prospect Satisfaction Index (PSI) score since 2007
- 3 . Acura dealerships scored highest, w/ Saturn, Lexus, Jaguar following close behind
- 4 . Brands that led overall industry improvement in shopper satisfaction were Ford, Chevy, Toyota, Honda

SIGNIFICANT POINTS

- 1 . Full name of study is 2008 Pied Piper Prospect Satisfaction Index US Auto Industry Study
- 2 . Study used anonymous shoppers to visit major brands' dealers throughout US
- 3 . Results of how they were treated were then calculated, reported through PSI process
- 4 . Study found sales reps now more likely to discuss all available financing options
- 5 . Also more likely to simplify special orders and handle waiting periods professionally

SAYS

- 1 . "Today's typical auto shopping experience is far different from the experience even five years ago, and many dealerships are changing the way they sell cars as a result." -- *Fran O'Hagan, president, Pied Piper Management Co*
- 2 . "Today's shopper arrives at the dealership already armed with facts and figures, but in the end the dealership and salesperson still play a critical role in helping shoppers turn that raw information into the best match for the shopper's needs and desires." -- *O'Hagan*