

# DEALERNEWS

DN 2.0 #7

## TRIUMPHANT GLOBAL LAUNCH

**Tasty Tandem Trotted Out For The World**

## WHAT THEY SAID

**Dealers Weigh In  
On Lightweight  
400s**



## CONSUMER CONFIDENCE?

**Dr. Paul Leinberger Says...**



The study was completed between March 2023 and May 2023, when Pied Piper phoned each of 1,608 dealerships representing all the major powersports brands, posing as a service customer attempting to schedule a service appointment. Overall STE scores range from 0 to 100, and are calculated from a mix of 39 individually weighted efficiency and quality data points that support the customer mission of quickly and easily setting up a service appointment for a specific date and time. 62% of the total score is determined by efficiency measurements, while 38% of the total score is determined by quality measurements.

Note that 11% of the study's powersports customers hung up their phone having failed in their attempt to schedule service. On the plus side 25% of the customers quickly accomplished their objective, speaking with a service advisor within one minute, and scheduling an appointment within one week. "Some 7% of the dealerships nationally went further, achieving STE scores over 80, by providing an interaction with their service customers that was both 'frictionless' and proactively helpful," stated O'Hagan.

**Performance of each measurement varied by brand and dealership. The following are examples of performance variation by brand:**

**"Mission Failure"** How often did a customer hang up their phone having failed to schedule a service appointment?

Less than 10% of the time on average: Polaris, Harley-Davidson, Kubota, Husqvarna, Honda, John Deere

More than 20% of the time on average: Kymco, Tracker, Zero, Cub Cadet, CFMoto

**"Mission Acceptable"** How often was a customer able to speak with a service advisor within one minute and schedule a service appointment within one week?

More than 30% of the time on average: Harley-Davidson, LiveWire, KTM

Less than 15% of the time on average: Ducati, Yamaha, John Deere, Cub Cadet

**How many days out was the first available service appointment?**

5 days or less on average: Harley-Davidson, Kubota, John Deere

More than 12 days on average: HiSun, Tracker, Ducati, CFMoto, Arctic Cat, BMW

**How often was a customer placed on hold for more than two minutes?**

Less than 8% of the time on average: Ducati, LiveWire, Aprilia, Can-Am, Husqvarna, Kawasaki, Zero

More than 18% of the time on average: Triumph, CFMoto, Tracker

**How often was a customer asked if they were experiencing any other issues?**

More than 30% of the time on average: Harley-Davidson, Arctic Cat, Polaris, BMW, Husqvarna

Less than 10% of the time on average: Tracker, Cub Cadet, HiSun

## PIED PIPER CALLING! *Harley Dealers Answer The Phone...*

How much does your service department deliver to the bottom line? What kept the lights on when supply chain SNAFUs stifled unit sales? Booking service work has never been more important to dealers than the past 24 months and yet 11% of all customer calls looking to book service work were lost, according to the latest study from Pied Piper. We all know the old expression "you miss 100% of the shots you don't take" but how about the fact that your dealership loses 100% of the service business when you don't pick up the phone? Worse than that, you can lose a customer completely!

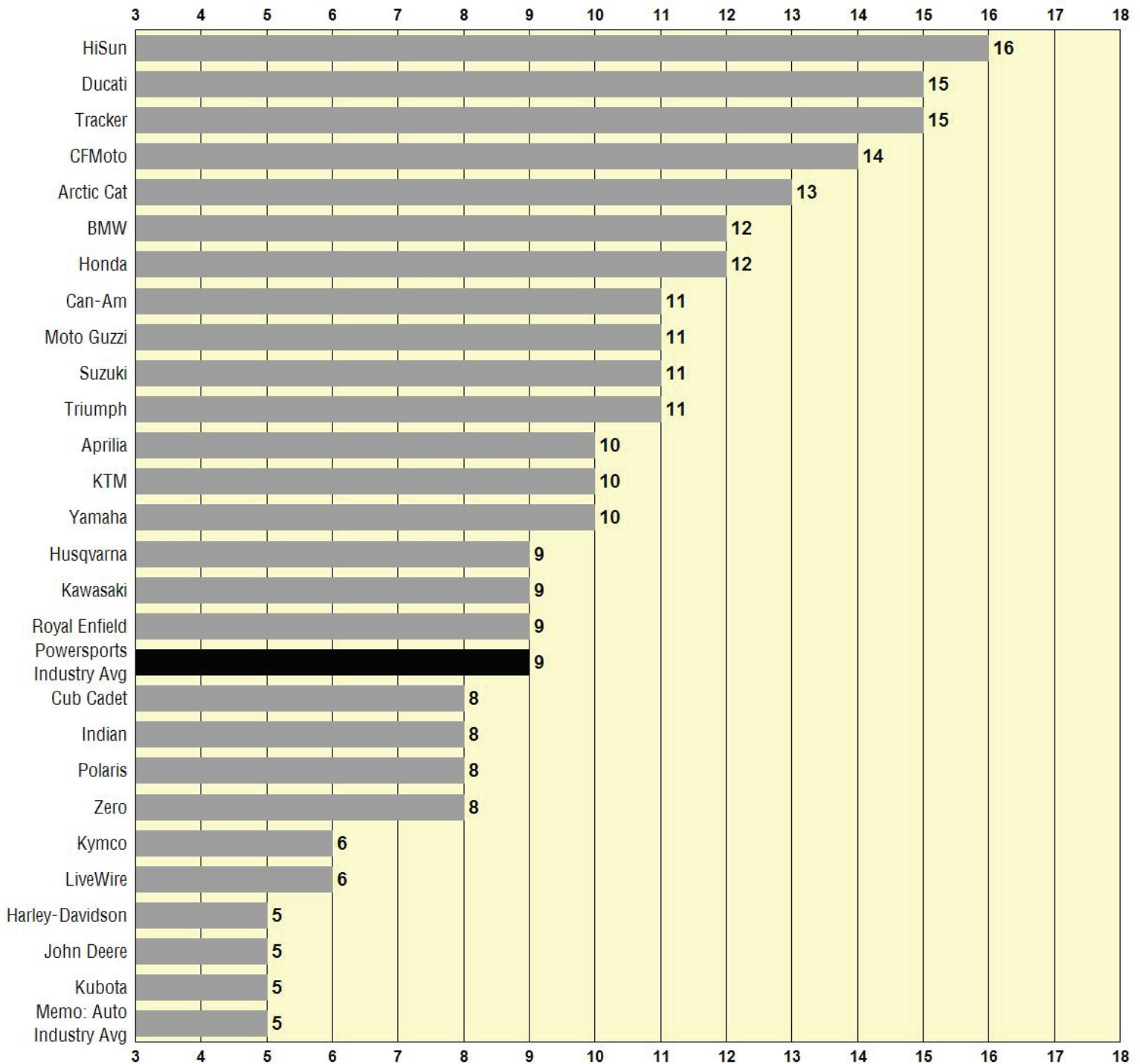
"Powersports customers soon decide whether their service experience is a reason to keep their product or get rid of it," said Pied Piper CEO Fran O'Hagan. "Customers who find scheduling a service appointment difficult also vote with their feet by moving to another dealership or independent shop, or postponing service."

Given the critical importance of the initial call, O'Hagan decided to quantify what he calls "Service Telephone Effectiveness (STE)" and charted out some baselines. "In other words, how quick and easy is it for customers of each powersports brand to call a dealer and schedule service," questioned O'Hagan. "Does someone answer the phone? Can the customer speak with a service advisor quickly... or are they placed on hold for 10 minutes? How far out is the first available service? Does the dealership attempt to be proactively helpful?"

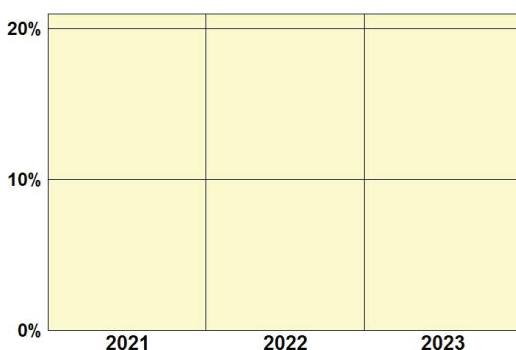
Each of the 30+ STE measurements is tied to higher customer loyalty. "Using STE, we have measured and ranked the performance of each powersports brand," explained O'Hagan. "Harley-Davidson was ranked first of 26 powersports brands ranked by Pied Piper's 2023 PSI Service Telephone Effectiveness Study, which measured the efficiency and quality of service telephone calls from a customer's objective of quickly and easily setting up a service appointment." Following Harley-Davidson in the rankings were Polaris Off-Road, BMW and Indian Motorcycle.



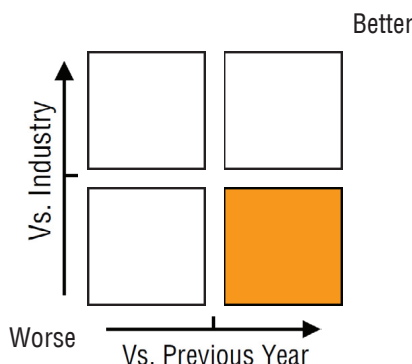
## Average days out until the earliest available appointment



### 3-Year Performance



### Brand Performance at a Glance

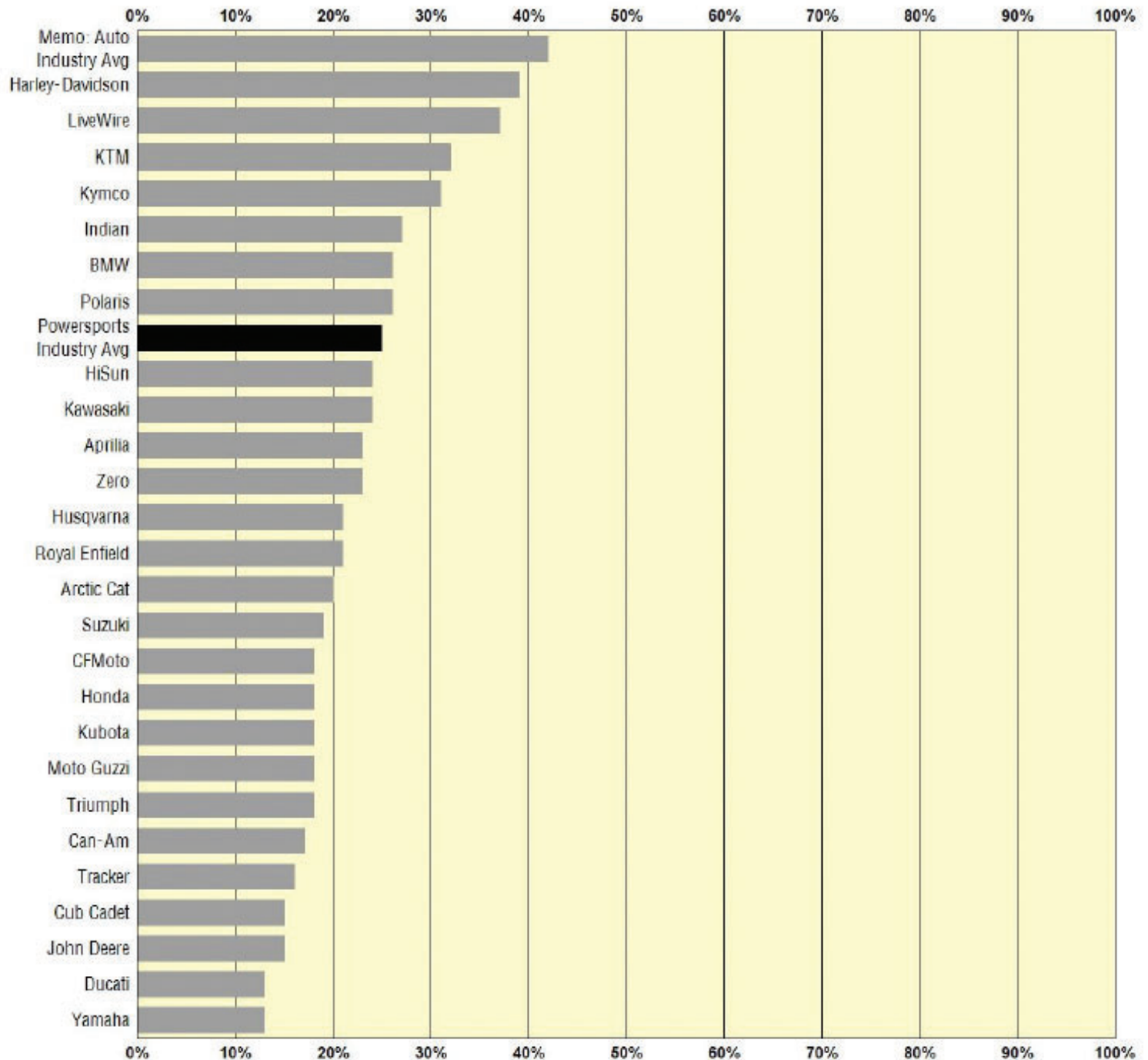


### Variability among all brands

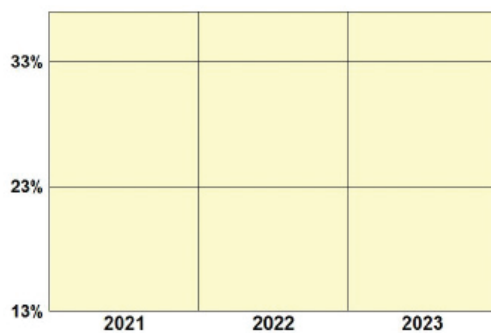


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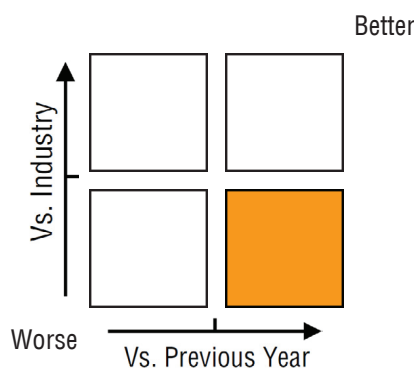
## "Mission Accomplished" - Customer reached service advisor within 1 minute and scheduled appointment less than 1 week out



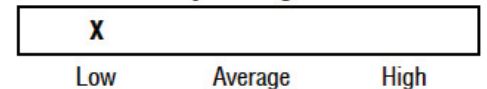
3-Year Performance



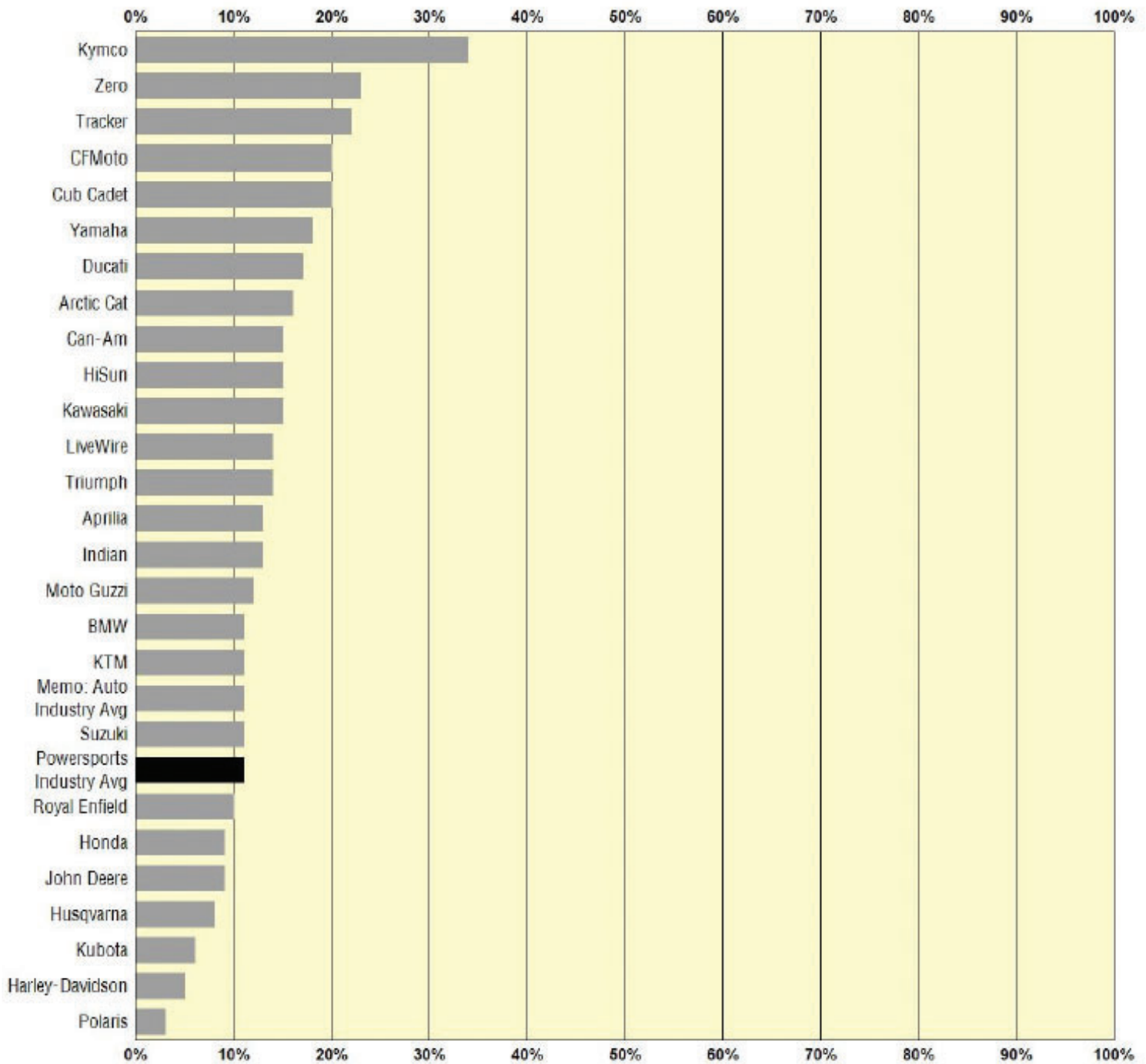
Brand Performance at a Glance



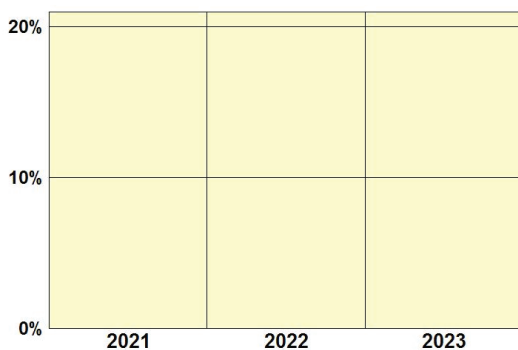
Variability among all brands



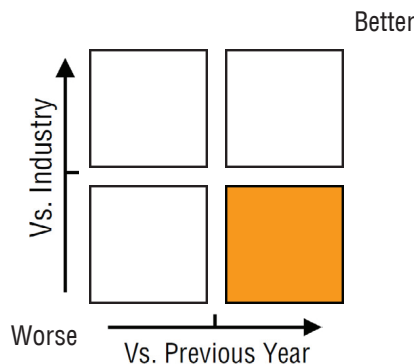
# "Mission Failure" - Customer hung up with no appointment (No answer, endless hold, straight to voicemail, no availability, etc.)



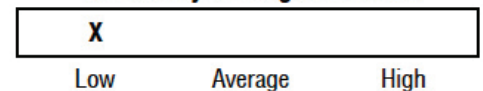
3-Year Performance



Brand Performance at a Glance



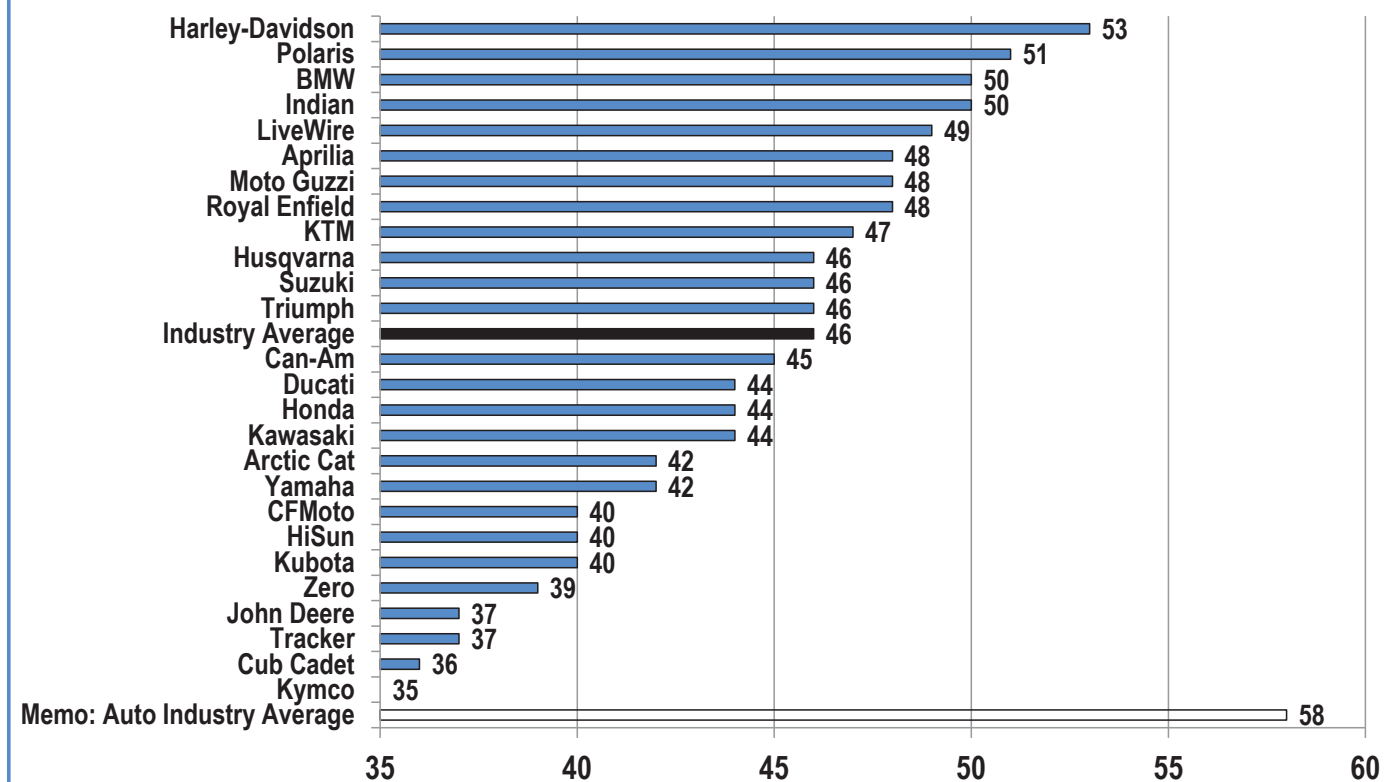
Variability among all brands



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**2023 Pied Piper Prospect Satisfaction Index®  
Service Telephone Effectiveness™ (STE™) Study (U.S.A.)**

**Powersports Brands Ranked by Pied Piper PSI®  
Service Telephone Effectiveness™**



Source: 2023 Pied Piper PSI® Service Telephone Effectiveness Study (USA) - Scale 0 to 100

[www.piedpiperpsi.com](http://www.piedpiperpsi.com)

**How often was a customer asked for their contact information?**

More than 50% of the time on average: LiveWire, Ducati, BMW

Less than 25% of the time on average: John Deere, Cub Cadet, HiSun, Kubota

**METHODOLOGY**

Since 2007 Pied Piper has applied Prospect Satisfaction Index® (PSI®) "fact-based mystery shopping®" to measure how effectively dealerships for each major brand follow proven best practice sales & service behaviors. On average, dealerships with higher PSI scores have proven to sell more vehicles to the same quantity of online or in-person sales customers. The same fact-based PSI approach has also been applied to measure behaviors that maximize service customer loyalty. A

dealer's relationship with a service customer typically starts with a customer phone call to schedule a service appointment. STE has been used to measure the effectiveness of those phone calls for more than ten years, but 2023 marks the first time that STE results have been compiled into industry studies.

"Just as a matter of interest, we released a similar study, but for the auto industry, earlier this month," he added. The automotive industry dealership groups average more than 10 points higher than Harley-Davidson's powersports industry leading STE numbers. Even more shocking, the worst STE rankings for the automotive side were within a couple points of Harley. Obviously there is room for improvement across the board!

**Bottom Line:**

Answer the phone! 📞

**About Pied Piper**

*Founded in 2003, Pied Piper Management Company, LLC is a Monterey, California, company that helps brands improve the omnichannel sales & service performance of their retailers, by establishing fact-based best practices, then measuring and reporting performance. Examples of other recent Pied Piper PSI studies are the 2023 Pied Piper PSI ILE Auto Industry Study (General Motors' Cadillac brand was ranked first) and the 2023 Pied Piper PSI ILE Compact Tractor Industry Study (John Deere was ranked first). Complete Pied Piper PSI industry study results are provided to vehicle manufacturers and national dealer groups. Manufacturers, national dealer groups and individual dealerships also order PSI evaluations – in-person, Internet or telephone – as tools to measure and improve the omnichannel sales and service effectiveness of their dealerships. For more information about the*