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**synovate**

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ON BEHALF OF SYNOVATE SOUTH AFRICA

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## **SYNOVATE CUSTOMER SATISFACTION RESEARCH IN THE SA MOTOR INDUSTRY**

### **FULL RESULTS OF THE SYNOVATE QUALITY AWARDS 2004**

#### **A.**

#### **Customer Satisfaction when Purchasing a New Passenger Vehicle (January 2004 – December 2004)**

<i>Position</i>	<i>Brand</i>	<i>Score</i>	<i>Synovate Medal</i>
1.	<i>Chrysler/ Jeep</i>	93.1	Gold
2.	<b>Mercedes-Benz</b>	92.7	Gold
3.	<b>Toyota</b>	91.3	Gold
4.	<b>Mitsubishi</b>	90.9	Gold
5.	<b>Audi</b>	90.7	Silver
6.	<b>BMW</b>	90.5	Silver
7.	<b>Volvo</b>	90.1	Silver
8.	<b>Ford</b>	90.0	Silver
9.	<b>Nissan</b>	89.8	Silver
10.	<b>MINI</b>	89.3	Silver
10.	<b>VW</b>	89.3	Silver
10.	<b>Opel</b>	89.3	Silver
11.	<b>Land Rover</b>	88.5	Bronze
12.	<b>Mazda</b>	88.4	Bronze
13.	<b>Renault</b>	86.9	Bronze
14.	<b>Fiat</b>	86.7	Bronze

**Exclusions:**  
Alfa Romeo & Jaguar participated in the research but have been excluded for statistical reasons.  
All other brands not included in the rankings did not participate in the 2004 research.

**B.**

**Customer Satisfaction when Servicing a Passenger Vehicle**  
(January 2004 – December 2004)

Position	Brand	Score	Synovate Medal
1.	BMW	81.5	Gold
2.	Audi	79.4	Gold
3.	Toyota	79.2	Gold
4.	Mazda	78.6	Silver
5.	Nissan	78.5	Silver
6.	Mercedes-Benz	78.1	Silver
7.	VW	77.7	Silver
8.	Fiat	77.6	Silver
9.	Volvo	77.2	Silver
10.	Ford	76.7	Silver
10.	Opel	75.7	Silver
10.	Renault	75.1	Bronze
11.	Land Rover	71.3	
12.	Alfa	65.6	

**Exclusions:**  
Chrysler, Jeep, Jaguar, MINI and Mitsubishi participated in the research but have been excluded for statistical reasons.  
All other brands not included in the rankings did not participate in the 2004 research.

**C.**

**Customer Satisfaction when Purchasing a New Light Commercial Vehicle**  
(January 2004 – December 2004)

Position	Brand	Score	Synovate Medal
1.	Toyota	90.8	Gold
2.	Mitsubishi	90.7	Gold
3.	Nissan	88.7	Silver
4.	Isuzu	87.5	Silver
5.	Ford	87.1	Silver
6.	Mazda	86.3	Silver

**Exclusions:**  
Brands not included in the rankings did not participate in the 2004 research.

**D.**

**Customer Satisfaction when Servicing a New Light Commercial Vehicle**  
(January 2004 – December 2004)

Position	Brand	Score	Synovate Medal
1.	Nissan	79.4	Gold
2.	Toyota	79.0	Gold
3.	Mitsubishi	78.9	Gold
4.	Isuzu	78.4	Gold
5.	Ford	77.8	Gold
6.	Mazda	76.7	Gold

**Exclusions:**  
Brands not included in the rankings did not participate in the 2004 research.

## **BACKGROUND TO THE RESEARCH**

The Synovate Competitive Customer Satisfaction Index (CCSI) includes separate measurements of customer satisfaction when purchasing or servicing a vehicle. The results are grouped into Passenger Vehicles and Light Commercial Vehicles to allow for direct comparisons to be made.

Synovate introduced a questionnaire change in the beginning of 2004 and the changes reflected dramatic shifts in customer expectations. "New elements of service delivery were added to the questionnaire in response to changing customer requirements, and in turn created new demands on automotive manufacturers and their dealer networks as customers became increasingly discerning," said Albert McLean, managing director of Synovate South Africa.

"One significant change to the rankings has been that we now account for statistical significance and have introduced a 'medal' system whereby brands are grouped together based on the precision of the scores. Individual brands are competing for Synovate Gold, Synovate Silver and Synovate Bronze," said McLean.

"The awards have become benchmarks of service delivery in a variety of industries in South Africa. Many stakeholders have welcomed the transparency that these awards created when they were launched with the publication of the Synovate Vehicle Quality research results towards the end of last year."

The Synovate CCSI results are endorsed by the Department of Trade and Industry (the dti). "The support of the dti has been invaluable and their decision to endorse the results was based on the value that such transparency will have in driving competitiveness and improved customer service delivery in the South African market," said McLean.

Synovate South Africa now forms part of a global research company and thus has access to advanced research methods from around the world. "The market leading methodology used during this research has been developed in partnership with the local automotive manufacturers and we are therefore able to deliver rapid and detailed feedback to dealers and manufacturers. This establishes a reliable platform for the improvement of service delivery. All of which is of ultimate benefit to the customer," said McLean.

"We measure customer satisfaction in a number of industries and have recently published results including municipalities, long term insurance, medical aids, banking and telecommunications as part of the South African Satisfaction Index (SAS Index). With SAS Index, we are able to compare our industries to their counterparts on other continents and our performance is improving constantly."

Customers are contacted telephonically shortly after either a sales or service experience and are asked questions relating to a variety of aspects of service delivery from the dealer.

"The questions that we ask are all thoroughly researched with actual customers. This means that we are measuring what is crucial to the customer and not simply aspects that the manufacturers consider to be important," says McLean. "In addition, we have not fallen into the trap of assuming that one size fits all and the questionnaire is based on South African customers and South African expectations unlike other surveys in our market."

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## **About Synovate**

Synovate is a leading global research company, operating in 46 countries and employing more than 4,000 people. The company generates consumer insights that drive competitive marketing solutions and provides a broad range of market intelligence services using powerful and established methodologies, as well as innovative and tailored solutions.

Synovate in South Africa was formerly known as Proactive Insight.

More information on Synovate can be found at [www.synovate.com](http://www.synovate.com) and [www.proactive.co.za](http://www.proactive.co.za)