

Case Study

Consumer Service Satisfaction Study for an Automobile giant

Marketing Challenge:

India's leading and diversified auto business house wanted to identify key Satisfaction Attributes in servicing/repairs of the cars and obtain customer rating of dealer performance on all parameters and identify gaps needing improvement. They approached Majestic MRSS with this objective.

MMRSS' Approach:

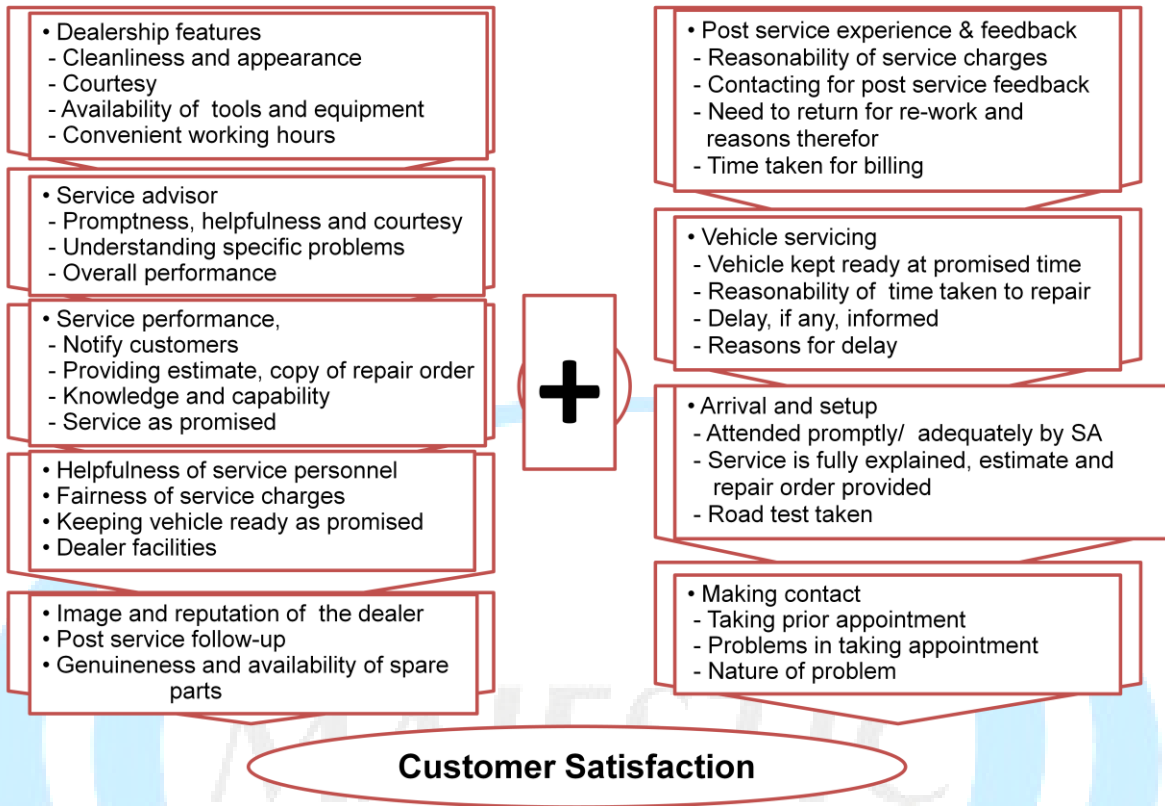
Sample of customers were selected from company's customer database using random sampling. Customers were contacted and appointment was made with them. Then we identified the person involved in servicing of their car. If the most recent visit to dealer workshop was for regular service or running repairs within last six months than a Face to face interview was done using a structured questionnaire.

Hence, a highly targeted and specific study was done with following respondents:

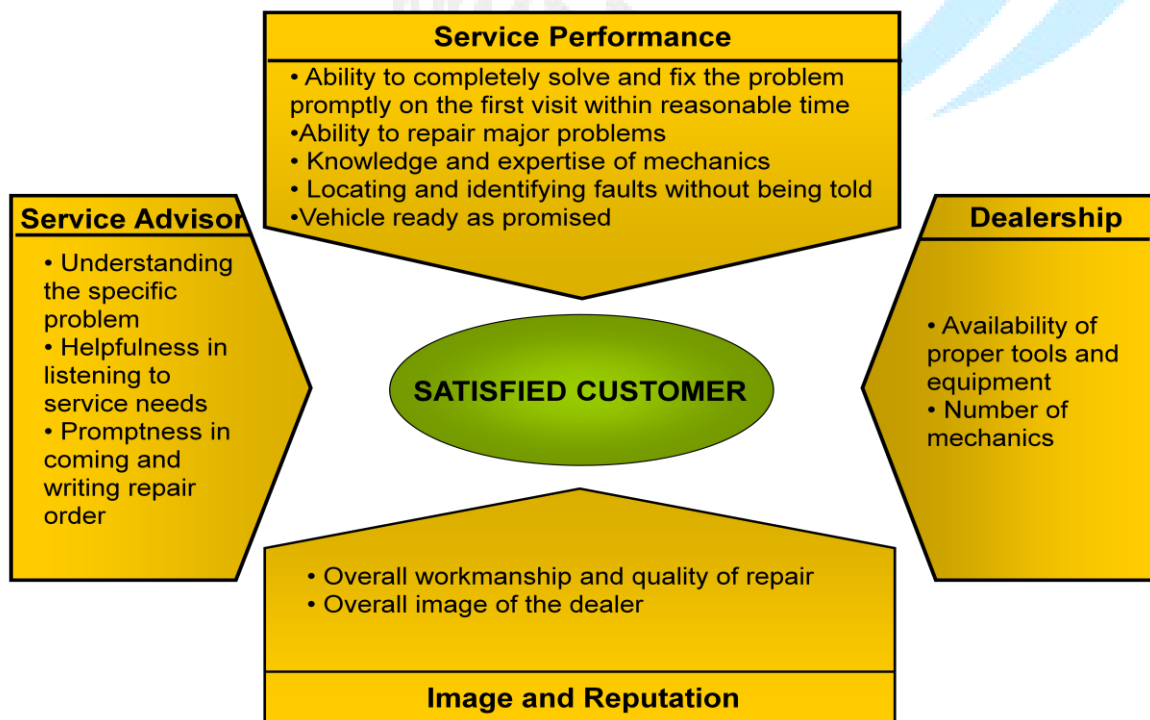
	March 20XX	December 20XX
• Dealers	35	83
• Cities	14	60
• Target sample size	1440	3299
• Achieved sample size	1486	3391
• Typical sample size	40 per dealer	40 per dealer

The Results:

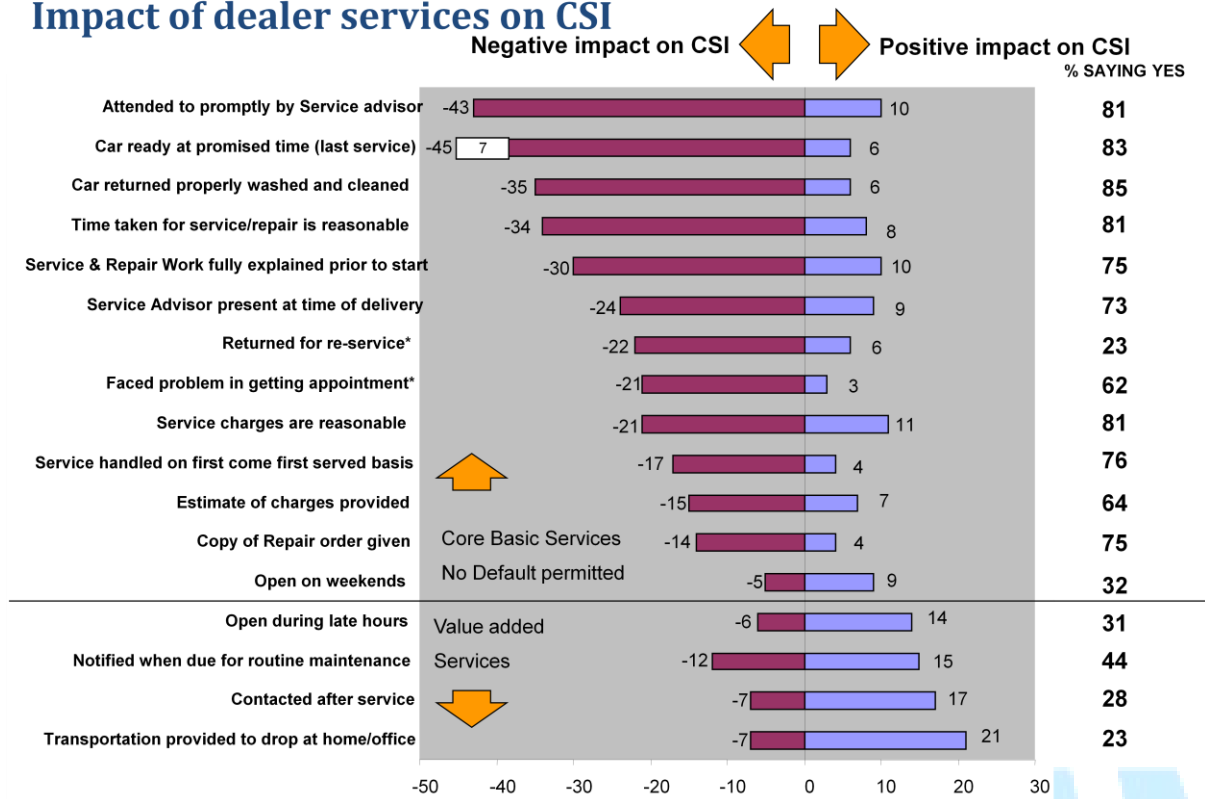
Attributes Covered by the study



Attributes having high Impact on overall CSI



Impact of dealer services on CSI



About Majestic MRSS:

Majestic MRSS is more than a decade old full service market research company with clients in the Pharmaceutical, Healthcare, FMCG/CPG, Automotive, Information Communications and Technology (ICT), Hospitality & Retail, Media sectors. MMRSS has its presence in fifteen countries in Middle East and Asia. Majestic has always been at the forefront of technology as an emerging force in Asia and the Middle East in the last decade. To learn more visit www.mmrss.com

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