

Case Study

Customer Sales Satisfaction Study for an Automobile gaint

Marketing Challenge:

India's leading and diversified Auto business house wanted to identify key Satisfaction Attributes in sales process 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:

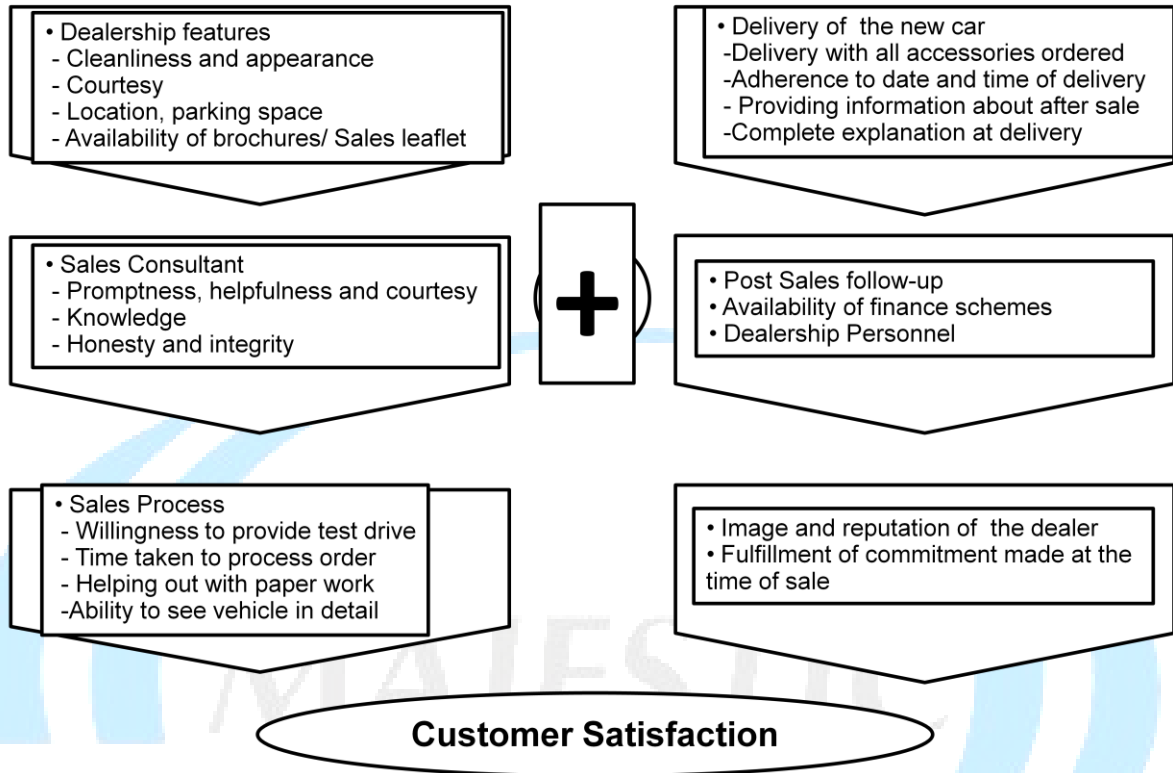
Sample of customers were selected from company's customer database using random sampling. Customers were contacted and appointment was made with them. Then we identified the person involved in servicing of their car. If the most recent visit to dealer workshop was for regular service or running repairs 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:

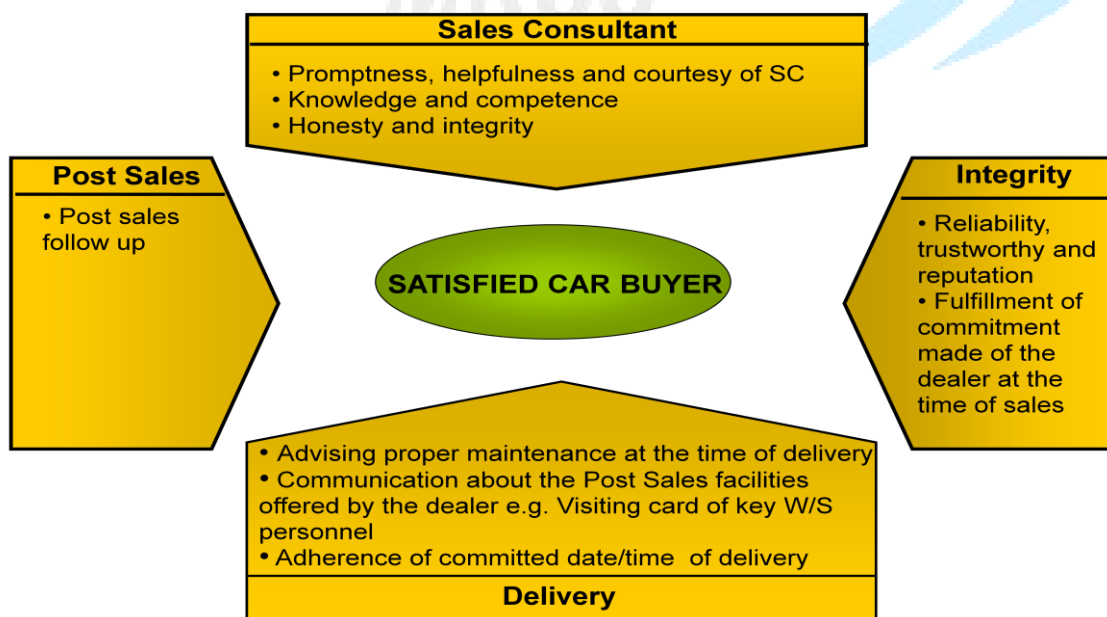
	December 20XX
• Dealers	40
• Cities (Metros & major non- Metros)	14
• Target sample size	1600
• Achieved sample size	1654
• Typical sample size	40 per dealer

The Results:

Attributes Covered by the study

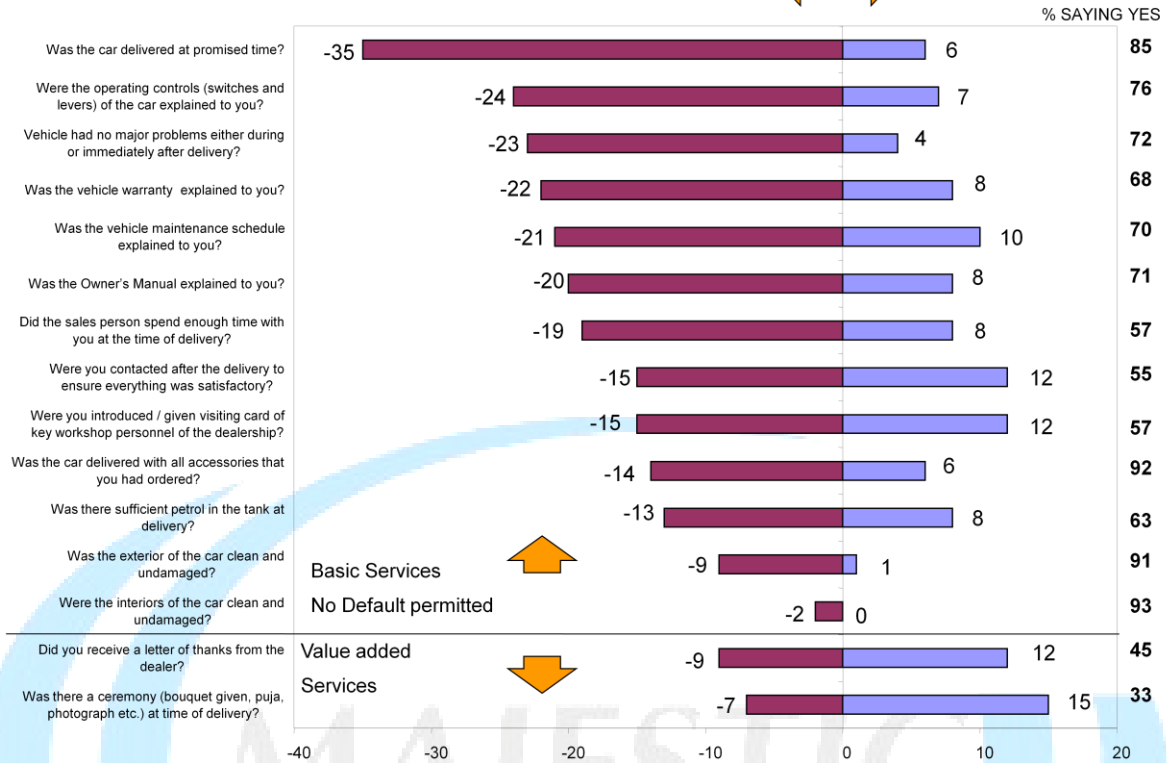


Attributes having high Impact on overall SSI



Impact of dealer services on SSI

Negative impact on SSI ← → Positive impact on SSI



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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