

Top Customer Beefs with a Car Dealership's Service Dept

Top consumer gripes about dealership service



30%

Service took longer than expected



20%

Tried to push additional services



13%

Had an appointment but waited in line



10%

Finding out how much they charge



10%

Did not provide a loaner vehicle

Sources of gross profit

	2012	2017
Vehicle sales	55%	51%
Fixed operations	45%	49%

Service customer priorities

What's most important?	3. Convenience
1. Value (#2 in 2015)	(#4 in 2015)
2. Quality (#1 in 2015)	4. Trust (#3 in 2015)

Waiting game

Consumers who are most satisfied spend 2.5 hours or less at the dealership for service.

CONSUMER TIME SPENT (HOURS)

2.4

Very satisfied, I'll always go to them

3.0

Somewhat satisfied, I might use them in the future

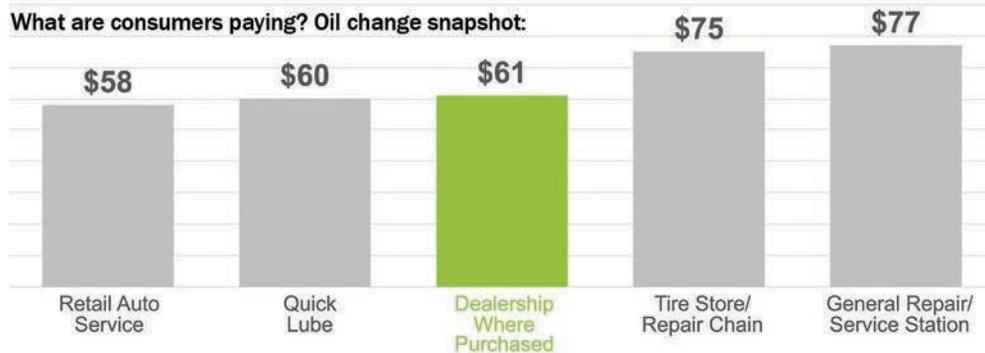
3.7

Very dissatisfied, I'll never go back

Fair pricing?



What are consumers paying? Oil change snapshot:



Source: Cox Automotive Service Industry Study