TNS Reports-Swift Diesel,Logan Diesel and Aveo-UVA top segments

Auto

Author : mahindraadmin Category : Auto Published : 12/3/2007

New Delhi: According to the findings of the 2007 four-wheeler total customer satisfaction study released today by leading market information provider, TNS, the new models launches from the General Motors, Mahindra Renault and Maruti have been able to delight their customers.

The 2007 four-wheeler Total Customer Satisfaction (TCS) study conducted by TNS specialist division, TNS Automotive, is the largest syndicated automotive study in India, representing the responses of more than seven thousand six hundred new car buyers. This comprehensive study covers over 60 models with customer evaluation taken in the key areas of sales satisfaction, product quality, vehicle performance and design, aftersales service, brand image, and cost-of-ownership. The TCS index score provides a measure of satisfaction and loyalty a given model enjoys with its customers.

"The growth curve of the Indian Automotive market has been quite remarkable. Manufacturer's have been able to read their customer

expectations accurately and have responded with products which have been in tune with the evolving needs." said Pradeep Saxena, Senior Vice President of TNS Automotive. "The evidence of this fact can be seen from the high level of satisfaction of the new customers of Chevrolet Aveo U-VA, Mahindra Renault Logan and Maruti Swift Diesel. These customers reposed their trust in the manufacturers and bough newly launched models and the manufacturers did not disappoint", he added further.

Rankings for the TCS study are done at the vehicle segment-level to provide comparisons among similar groups of vehicles. The models ranking highest in their respective segments for total customer satisfaction are: Maruti Alto in "Entry Compact"; Hyundai Santro in "Premium Compact"; Chevrolet Aveo U-VA in "Upper Premium Compact, Maruti Swift Diesel in "Small Car - Diesel"; Hyundai Accent Petrol in "Entry Midsize"; Honda City in "Midsize"; Skoda Octavia in "Premium Midsize"; Mahindra Renault Logan Diesel in "Midsize Car - Diesel"; Honda Accord in "Entry Luxury"; Toyota Innova & Mahindra Scorpio (tied) in "SUV/ MPV"; and Honda CRV in "Premium SUV". (ANNEXURE 1)

Some traditionally strong models continue to delight their customers. The Maruti Alto finds extremely high satisfaction levels across all product and customer service areas. The Hyundai Santro and Accent are able to do much the same and this indeed speaks highly of how these manufacturers have been able to manage these brands through a 360 degree approach encompassing product quality, after sales service and brand image.

The Swift Diesel is yet another, landmark in the ongoing success story of Maruti. It has the highest customer satisfaction scores in the industry. Maruti had exited the diesel segment a couple of years back and this marks their reentry into a market, which has been growing rapidly. The expectations of diesel car customers have been growing and manufacturers have been meeting them consistently through better engine technology and improved fuel efficiency. The Mahindra Renault Logan Diesel delights its customers with the overall quality of the product.

The good news for Mahindra does not end there, with the Scorpio tops the SUV/MPV segment along with the Toyota Innova. Honda, ever consistent, repeats the 2006 performance, with City, Accord and CRV topping their respective segments. Honda's core strength lies in its performance, with very high scores on this dimension across all its models. In the premium midsize segment, Skoda Octavia stays head of stiff competition from Toyota Corolla and Honda Civic with a strong performance on brand image and product quality.

"Difference in customer expectations across geographical regions and town classes continue to challenge the marketers on a day to day basis", highlights Pradeep Saxena. "Customers in the North are significantly more satisfied than their counterparts in the South. Similarly the expectations of customers in the Metro cities seem to be better catered to, whereas the after sales service in the smaller cities leave customers relatively dissatisfied."

Charts and graphs extracted from this press release must be accompanied by a statement identifying TNS Automotive as the publisher and TNS Automotive 2007 India Four-Wheeler Total Customer Satisfaction Study as the source.

Note to editors

- 2007 Four-Wheeler TCS Study
- The TCS study was conducted from July through November 2007 across 28 centers:
  Agra, Ahmedabad, Bangalore, Bhopal, Bhubaneshwar, Calicut, Chandigarh, Chennai, Cochin, Coimbatore, Dehradun, Delhi (NCR), Hyderabad, Indore, Jaipur, Jallandhar, Kolkata, Lucknow, Ludhiana, Mumbai, Patna, Pune, Raipur, Ranchi, Surat, Trivandrum, Vadodara and Vijaywada.

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