

GROW REPEAT BUSINESS

TOP 10 KPIs FROM J.D. POWER
Canada Customer Service Index
Ranked by Impact on CSI score, including ties.
Focus on these to improve repeat business.

1



Service Advisor was completely focused on customer and customer's needs.
Frequency KPI Met: 92%.
Impact on CSI Score: 71

3

Service Advisor provided helpful advice.
Frequency KPI Met: 86%
Impact on CSI Score: 63

4



Service was paid for under warranty, or maintenance package, or no charges.
Frequency KPI Met: 14%
Impact on CSI Score: 55

5

After arrival customer spoke immediately to Service Advisor about customer's service needs.
Frequency KPI Met: 45%
Impact on CSI Score: 40

7

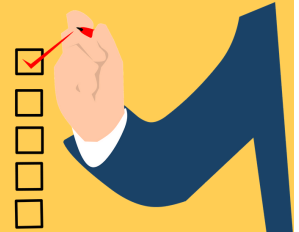
Customer's vehicle was returned cleaner than when the customer brought it in.
Frequency KPI Met: 22%
Impact on CSI Score: 34%

8

Vehicle settings were returned to the customer the same as when the vehicle was brought in.
Frequency KPI Met: 22%
Impact on CSI Score: 34

6

Service Advisor knew the service history of the customer's vehicle.
Frequency KPI Met: 81%
Impact on CSI Score: 34



9

After service was done, it took five minutes or less to complete any paperwork and pickup the customer's vehicle.
Frequency KPI Met: 65%
Impact on CSI Score: 33

10

Customer was able to get an appointment on the day desired, or did not make an appointment.
Frequency KPI Met: 94%
Impact on CSI Score: 31

2

Customer did not report any problems with the service experience.
Frequency KPI Met: 93%
Impact on CSI Score: 71

