



KEY INSIGHTS-STRENGTHS

- **71% in Q1 2022 were very satisfied with their service experience with XXXXXX, down from 81% in Q3 2021 and 79% in Q4 2021. 15% were less than satisfied, up from 11% in Q3 2021.**
 - In Q1, the difference in very satisfied (71%) to dissatisfied (15%) is +56.
- In Q1 2022, 72% were definitely willing to recommend XXXXXX (78% in Q3 2021), while 17% would not recommend XXXXXX (up slightly from 15% in Q3).
- Net Promoter Score (NPS) is a management tool that can be used to gauge the loyalty of customer relationships. In Q2 2022, XXXXXX's NPS was 55 overall, which is down from 63 in Q3 2021 but up from 53 in Q2 2021.
- Among the 159 in Q1 willing to recommend XXXXXX, the leading reasons offered (unaided) were the excellent and friendly customer service they received (62%), followed by the great reputation/experience they had with the XXXXXX service provider (39%).



KEY INSIGHTS-OPPORTUNITIES

- **In Q1 2022, there are 74 respondents who had interacted with XXXXXX but did not have any repairs performed by XXXXXX. Of these 74, at least 60% rated XXXXXX excellent or very good for all attributes.**
 - Only 37% rated XXXXXX excellent or very good for cost.
- **When the ratings for selected measures among those who chose not to have their car repaired at XXXXXX were compared to those who did have their car serviced at XXXXXX, there were significant differences in ratings for all key measures.**

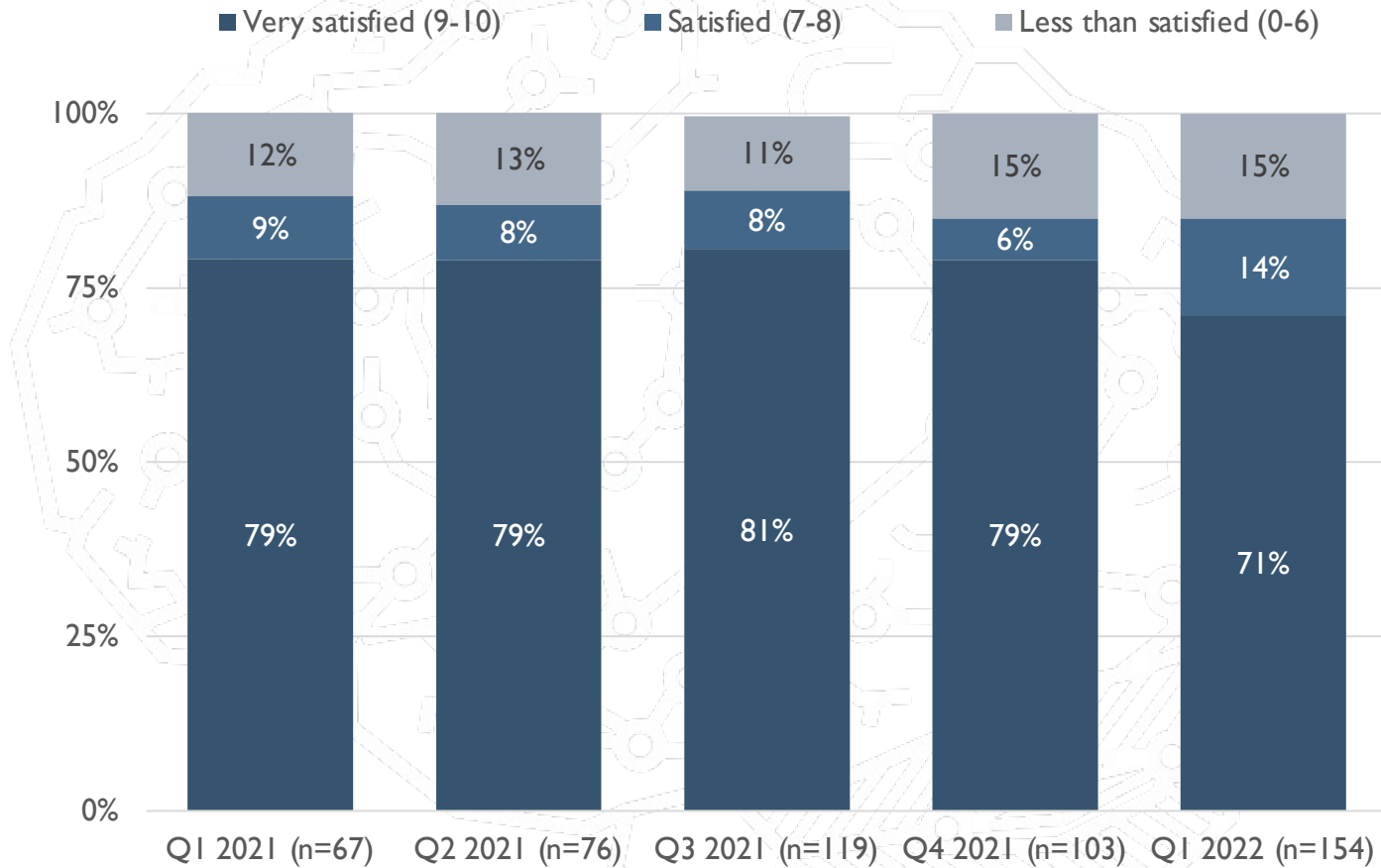
	Did not have repairs Q1 2022 n=74	Had repairs Q1 2022 n=155	Difference (no repair-had repair)
Excellent or very good reported	n=74	n=155	
The cost of the repair	37%	75%	-38%
*Freq of communication from the mgr	62%	93%	-31%
Accuracy of diagnosis	60%	88%	-28%
Knowledge of XXXXXX service manager	65%	90%	-25%
*Speed of getting your estimate	71%	95%	-24%
Courtesy of XXXXXX service manager	69%	92%	-23%
**Service mgr's ability to answer questions	68%	90%	-22%
Communication of XXXXXX service manager	69%	89%	-20%
**Convenience of repair shop	65%	85%	-20%
Trustworthiness of XXXXXX service manager	68%	87%	-19%

- **As will be supported on the pages to follow, cost is their primary opportunity for increasing the number of customers to stay and get their vehicles repaired at**



71% in Q1 were very satisfied with their service experience with XXXXXX, down from 81% in Q3 2021 and 79% in Q4 2021. 15% were less than satisfied, up from 11% in Q3 2021. A greater percentage of respondents rated their satisfaction a 7 or 8 than had ever done so in any of the previous quarters (14%, up from 6% in Q4 2021).

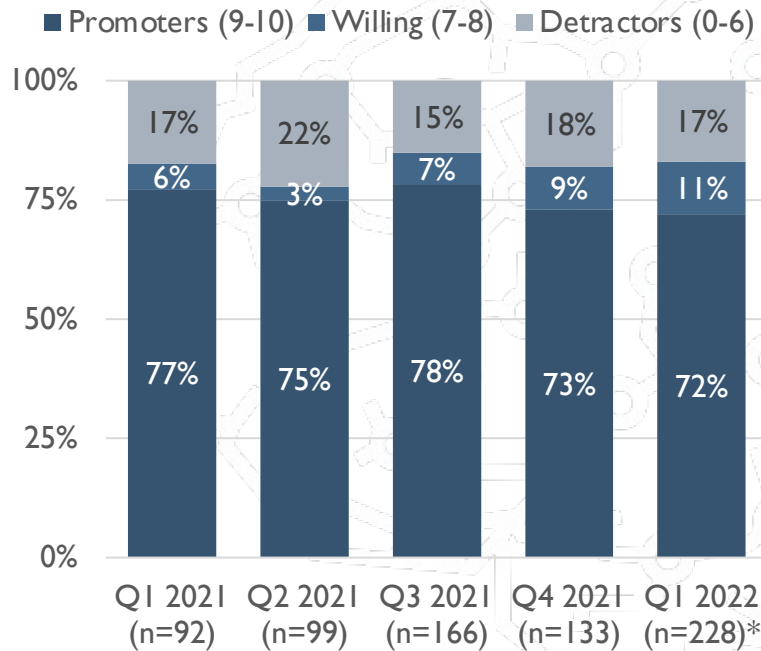
Overall Satisfaction with XXXXXX (among those who had a service performed by XXXXXX)





Net Promoter Score (NPS) is a management tool that can be used to gauge the loyalty of customer relationships. Any score above 50 is excellent. XXXXXX's NPS showed no change from the previous quarter, from 55 in Q4 2021 to 55 in Q1 2022 (72% promoters - 17% detractors).

Willingness to recommend XXXXXX (all respondents)



Net Promoter Score

Net Promoter Score					
	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022
n=	92	99	166	133	228
Overall NPS	60	53	63	55	55

Cross-tabulations by NPS on pages to follow.

*Includes 35 additional phone interviews in Q1 2022

Those who respond with a score of 9 or 10 are called Promoters and are considered likely to exhibit value-creating behaviors. Those who respond with a score of 0 to 6 are labeled Detractors, and they are believed to be less likely to exhibit the value-creating behaviors. The Net Promoter Score is calculated by subtracting the percentage of customers who are Detractors from the percentage of customers who are Promoters.