



# Automotive Research & Insights

## *Steer Your Customer Experience in the Right Direction*

What's working? What needs adjustment? Find out with research programs built for the automotive industry.

In today's competitive automotive industry, focusing on customer satisfaction alone is simply not enough. Automotive manufacturers must foster a state of loyalty by consistently meeting or exceeding the expectations of customers.

Research & Insights from Scantron Survey Services helps identify the key drivers of customer satisfaction and dissatisfaction, which is critical for any organization looking to improve the customer experience and increase customer engagement.

Customer satisfaction leads to customer loyalty, and ultimately the type of brand advocacy that not only reflects your ability to retain customers, but also supports your ability to acquire new customers.

Research & Insights uses more than 20 years of experience working with the automotive industry and more than 40 years of experience in survey research to understand customers, learn from employees, assess product quality and much more.

Surveys can be distributed through a variety of channels, including phone, direct mail, IVR, web and

focus groups allowing each research project to be tailored for the desired audience.

Research & Insights understands the level of importance our clients put on the privacy of their survey participants and the security of that data. Our quality, service and security standards are best-in-class, so you'll never have to worry about the integrity of your data.

### ***Automotive Research & Insights: Specialized surveys for every need***

- Customer Loyalty
- Employee Engagement
- Dealership Loyalty
- Service Quality
- Sales Quality
- Product Concept
- Market Research
- 360° Leadership Feedback
- Parts Quality
- Collision Repair
- Training Evaluations
- Focus Groups
- Product Quality

***Allowing customer experience issues to go unaddressed is like driving with the check engine light on. Minimize the risk with Research & Insights.***



**CAPTURE INSIGHTS TO  
INFORM DECISIONS TODAY!**

For a free consultation to meet your research goals, call **800.722.6876** or visit us at **[www.scantron.com](http://www.scantron.com)** to learn more.

### ***About Us***

Scantron® Survey Services provides solutions to help you collect data you can use. We deliver the quality you expect from decades of experience. Whatever your survey or research needs, Scantron can meet you where you are and help you get to where you want to be.