Synovate - Hyundai Customer Loyalty

Contributed by Synovate
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Hyundai launches Synovate's NADA-24 survey to help dealers win customer loyalty

Hyundai Motor America launched a new customer survey initiative today called Hyundai Voice of the Customer to help dealers improve customer loyalty and retention. Using a customized version of NADA-24, a customer survey program for automobile dealerships offered by global market research company Synovate, Hyundai will now be able to deliver nearly instant feedback on the customer experience to its dealers, allowing dealership staff to immediately identify potential customer service issues, address concerns quickly and ultimately cultivate a more loyal, satisfied customer base.

Hyundai customers purchasing or servicing vehicles through any of the 750 Hyundai dealerships across the U.S. will be contacted via telephone regarding their likelihood of recommending the dealership to friends and family. Feedback will be recorded and made available to dealers via text and voice file within hours of the completed call.

While endorsement from a customer is one of the strongest predictors of loyalty, a negative experience can often be mitigated with immediate follow up. With traditional paper survey methods, turnaround time can be 30 days or longer, often well after the customer has already communicated his or her frustrations with friends and family. With more timely feedback, dealerships have an opportunity to address customer issues quickly and directly, potentially increasing customer satisfaction and earning higher customer loyalty.

"It's important that we're providing the best possible support for our dealers, combined with the best possible service to our customers," said Steve Wilhite, Hyundai Motor America's chief operating officer. "We will use the Hyundai Voice of the Customer, a customized version of the NADA-24 survey, to provide quick feedback to our dealers. This information is critical to resolve customer issues when necessary, and to assist our dealers in improving their daily business processes. Our goals are to rapidly improve dealer loyalty and to encourage customers to recommend our dealers to their friends, family, and associates."

For more information about NADA-24, visit www.nada-24.com or call 1-877-NADA24U (1-877-623-2248).

About NADA

The National Automobile Dealers Association (NADA) was founded in 1917 and represents 20,000 new car and truck dealers, with more than 43,000 franchises nationwide, both domestic and international.

For more information on NADA visit www.nada.org.

Hyundai Motor America

Hyundai Motor America, headquartered in Fountain Valley, Calif., is a subsidiary of Hyundai Motor Co. of Korea. Hyundai vehicles are distributed throughout the United States by Hyundai Motor America and are sold and serviced through 750 dealerships nationwide.

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