



# Customer Experience Impact

Giving automotive manufacturers and suppliers rapid insight into the vehicle attributes and consumer experiences that drive loyalty and defection.

## BENEFITS:

Combining results from Strategic Vision's New Vehicle Experience Study (NVES) with Automotive Loyalty Solutions from IHS Markit, Customer Experience Impact allows you to:

- Understand defection drivers for buyers having recently returned to market
- Understand rate of defection as buyers return to market
- Quantify how improving a vehicle's features
- or the customer experience might reduce defection

Customer loyalty is the single most important driver of long-term financial performance. But what makes a customer loyal? And what factors contribute most to defection?

IHS Markit has partnered with Strategic Vision to deliver the most comprehensive collection of new vehicle consumer buying data. With Automotive Customer Experience Impact from IHS Markit, auto manufacturers and suppliers have an easy-to-use, web-based tool that delivers unprecedented insights into the drivers associated with customer defection. From benchmarking vehicle attributes against the industry, against the competition or even against your own brands, Customer Experience Impact helps you understand which vehicle attributes and experiences are contributing most to defection and which to address to enhance customer satisfaction and loyalty.

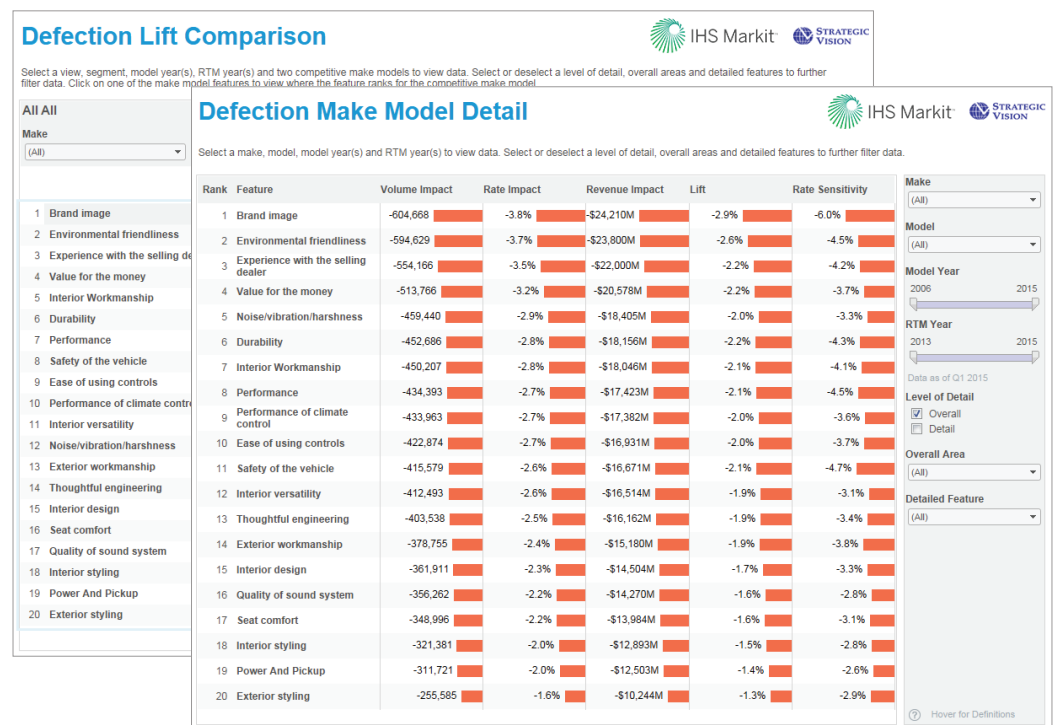
Focusing on Defection as a measure, Customer Experience Impact gives you insights into the overall number and range of responses from NVES, but also the corresponding defection rate for each response helping you understand which survey questions are associated with customers that defect and go on to purchase a new make of vehicle. Address those attributes or experiences that rank lower with customers and watch scores improve and defection rates decrease.

## Benchmarking Loyalty Performance:

Just 11 makes retained more customers than they lost in 2014, with the remainder scrambling to conquest in order to make up for defection.

## Customer Experience Impact includes:

- Three different dashboard views, each designed to help you better understand vehicle attributes and experience and their impact on defection
- The ability to filter by make, model, purchase year, return-to-market year, vehicle attributes and more
- The ability to compare and contrast attributes by make and model and across the industry to benchmark attributes and/or experiences against other brands
- Insight into the Rate Impact - or percentage point change to the defection rate - that can be expected if all NVES survey ratings are all improved to an ideal rating of '5'
- Insight into the Volume Impact, meaning the number of responses that would not defect if all survey responses were a rating of '5'
- Insights into the associated Revenue Impact or potential revenue opportunity that was lost due to defection



**With Automotive Customer Experience Impact at your fingertips** – you can quickly access the information you need to improve loyalty and reduce defection.

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## About IHS Markit ([www.ihsmarkit.com](http://www.ihsmarkit.com))

IHS Markit (Nasdaq: INFO) is a world leader in critical information, analytics and solutions for the major industries and markets that drive economies worldwide. The company delivers next-generation information, analytics and solutions to customers in business, finance and government, improving their operational efficiency and providing deep insights that lead to well-informed, confident decisions. IHS Markit has more than 50,000 key business and government customers, including 85 percent of the Fortune Global 500 and the world's leading financial institutions. Headquartered in London, IHS Markit is committed to sustainable, profitable growth.

Automotive offerings and expertise at IHS Markit span every major market and the entire automotive value chain—from product planning to marketing, sales and the aftermarket. For additional information, please visit [www.ihsmarkit.com/automotive](http://www.ihsmarkit.com/automotive) or email [automotive@ihsmarkit.com](mailto:automotive@ihsmarkit.com)