DEALERS’ VIEW OF WARRANTY:
SGS GLOBAL WARRANTY SATISFACTION SURVEY
RESULTS FOR THE UNITED STATES

WARRANTY ADMINISTRATION SYSTEMS SERVE TO IMPROVE AFTER SALES PROCESSES AND BUILD LONG-TERM CUSTOMER LOYALTY

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The North American Dealer Warranty Survey 2014 is part of the first ever global warranty satisfaction survey of automotive dealers. It has intensively researched the business areas of sales, aftersales and warranty from interviews with 480 dealers in the United States representing 16 brands. The results will enable those responsible for warranties at vehicle manufacturers to understand their brand’s position compared to the competition. It gives a clear benchmark for the warranty controlling processes of hotlines, field force and audits.

The trend of some key results between the survey in 2014 versus the previous survey conducted in 2013 will aid organizations to understand the effectiveness of any changes implemented in the period between. The 2014 survey, conducted between March and April, indicates overall satisfaction with the ease of warranty handling, goodwill policies and extended warranty programs with findings based on high-level analysis that lends support to the conclusions of this paper*.

*In this whitepaper results are compared against a similar warranty satisfaction survey completed by SGS in 2013.