Suzuki is top automotive brand for UKSI for the eighth time

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The current version of the Suzuki Swace. (Photograph by, and copyright, Kim Henson).

For the eighth time Suzuki has ranked as the top automotive brand in the bi-annual Institute of Customer Service's UK Customer Satisfaction Index (UKCSI)...

Suzuki tells us:

(All words from Suzuki).

- Institute of Customer Service's barometer of satisfaction for January 2024 lists Suzuki once again as the top Automotive brand overall of 26 car manufacturers measured.
- Suzuki has now ranked 1st in Automotive UKCSI (published twice a year) eight times since January 2019.

Suzuki GB PLC is proud to yet again be ranked high in the latest bi-annual Institute of Customer Service's UK Customer Satisfaction Index (UKCSI) published this week. Suzuki is in first position in the Automotive sector and in 15th position overall across all measured sectors from 270 named organisations.

The index is a barometer of customer satisfaction measuring sentiment across the country and asks over 15,000 consumers to rate their experiences of dealing with companies across 13 sectors, including those in the motor industry. Over 59,000 customer experiences were rated in the latest UKCSI across all industries and 4,000 of those were from the Automotive sector. Each customer can complete the survey for up to five different sectors.

Suzuki topped the Automotive table for customer satisfaction and reputation in the latest UKCSI. The industry sector average score was 79.0 points measured across 26 brands and with a score of 82.9, Suzuki scored significantly above this. Well worthy of note is that Suzuki is also nine places ahead of the next Automotive brand from the all-sector list of companies measured.

As part of the Index, customers are asked questions relating to five dimensions of customer satisfaction including Experience, Customer Ethos, Emotional Connection and Ethics. With reference to the Automotive specific sector of UKCSI, Suzuki again ranked 1st for Customer Ethos and Experience.

The Net Promoter Score (NPS) which, in summary, is a calculation of the ratio of respondents that would likely recommend a brand to others is another key attribute for the brand. Suzuki scored well here at 27.1 versus a lower all-sector average of 18.7.

Commenting on the results, Takanori Suzuki, Managing Director of Suzuki GB PLC, said: “We are very proud of our achievement to once again be in first position in the Automotive sector of UKCSI. Consistent evolution of the Suzuki customer experience remains a core focus for us and the ongoing efforts of our staff and dealer network has once again really paid off.”

He added: “Without the support of our nationwide dealer network, and the hundreds of people that work tirelessly for the brand to deliver exceptional standards for our customers we could not have delivered such a fantastic result. I would like to again congratulate everyone who has played a part to attain yet another excellent achievement in Customer Satisfaction”.

Jo Causon, CEO of The Institute of Customer Service, said: “Congratulations to Suzuki on its position as the top Automotive brand for customer satisfaction. To deliver for customers, consistency is key, and Suzuki’s performance in the UK Customer Satisfaction Index over recent years shows that its focus on the customer experience is paying off.”

As a further demonstration of good customer service and to help ensure retention, Suzuki offers its Service Activated Warranty free of charge once a car or motorcycle reaches the end of its manufacturer warranty period and booked in for its next scheduled service within the Suzuki Dealer network.

This warranty stays in place until the next qualifying service and is then simply renewed again up to a maximum vehicle age of 7 years / 100,000 miles for cars or 70,000 miles for motorcycles – whichever comes first.

Major components are covered, and should a customer decide to sell their car or motorcycle between services and within the seven-year qualifying period, the warranty can simply be transferred to the next owner – again free of charge.

About UKCSI:

The UKCSI has been running for 16 years and is published twice a year, in January and July. Each index incorporates two sets of data to create a rolling measure of customer satisfaction. The January 2024 UKCSI includes responses from surveys conducted between 6th March to 11th April 2023 and 4th September to 9th October 2023.