



IHS AUTOMOTIVE

Customer Experience Impact

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

BENEFITS:

Combining Strategic Visions' New Vehicle Experience Study (NVES) results with IHS Automotive Loyalty Solutions, IHS Automotive 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 has partnered with Strategic Vision to deliver the most comprehensive collection of new vehicle consumer buying data. With IHS Automotive Customer Experience Impact, 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.

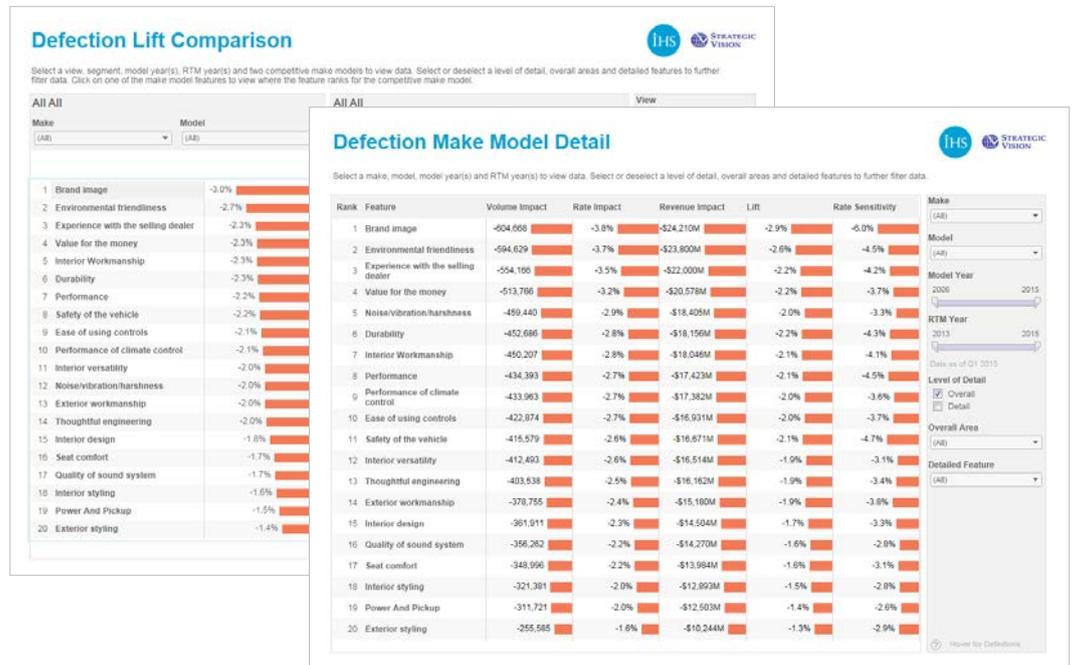
Focusing on Defection as a measure, Customer Experience Impact gives you insights into the overall number and range of responses from NVES, but also the corresponding defection rate for each response helping you understand which survey questions are associated with customers that defect and go on to 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 IHS Automotive Customer Experience Impact at your fingertips – you can quickly access the information you need to improve loyalty and reduce defection.

Call us today to discover how Customer Experience Impact can help enhance your business: 1-800-464-7655

ABOUT STRATEGIC VISION

Strategic Vision, Inc. is a company of clinical psychologists and business professionals with more than 30 years of experience studying how and why consumers make buying decisions and the factors that drive owner satisfaction and loyalty.

ABOUT IHS

IHS (NYSE: IHS) is the leading source of information, insight and analytics in critical areas that shape today's business landscape. Businesses and governments in more than 150 countries around the globe rely on the comprehensive content, expert independent analysis and flexible delivery methods of IHS to make high-impact decisions and develop strategies with speed and confidence. IHS has been in business since 1959 and became a publicly traded company on the New York Stock Exchange in 2005. Headquartered in Englewood, Colorado, USA, IHS is committed to sustainable, profitable growth and employs about 8,800 people in 32 countries around the world.