

Car warranty company



Background

One of the UK's leading providers of used car warranties had been invited to re-tender for warranty provision for approved prestige used vehicles.

In order to provide a strong tender the client required evidence of customer satisfaction from vehicle owners who had used their warranties.

Swift Research Solution

In designing an effective research strategy Swift Research realised that customer experiences could be distorted by service received from car dealers which did not relate to the quality of the product offered by the car warranty company.

Often car buyers would make judgements on the quality of the warranty based on the customer service they received from their car dealer.

Therefore a quantitative survey was ruled out for a thorough qualitative approach in order to deliver a more accurate and revealing investigation.

The client provided lists of claimants who were contacted by Swift Research and a series of group discussions and in depth individual interviews were organised.

Separate groups were held for owners of different makes of car.

This method had the advantage of providing the views of customers in their own words and included video and audio clips of car owners giving first hand evidence of satisfaction with their warranty.

Benefits

Swift Research's understanding of the automotive retail market enabled an accurate research solution to be implemented which delivered powerful and persuasive evidence of genuine customer satisfaction.

The research provided valuable first hand evidence of customer satisfaction with the client's warranties and was able to separate out where dissatisfaction arose through customers' experiences with dealers.