

J.D. Power Dealer Financing Satisfaction StudySM

Available in the U.S. and Canada

The J.D. Power Dealer Financing Satisfaction Study is the most in-depth, independent survey of car dealer personnel, including F/I managers and dealer principals, capturing their evaluations of captive and non-captive financing providers. Identifies the critical KPIs of satisfaction among auto dealers with their auto finance providers. Pinpoints strengths and opportunities for improving dealer satisfaction and driving greater intent.

Measuring What Matters

Strong dealer/lender relationships continue to capture automotive sales and dealer satisfaction. Understanding the nuances of these relationships through the voice of the dealer is the foundation of the J.D. Power Dealer Financing Satisfaction Study.

EXPERIENCES EXPLORED

- Credit staff relationship
- Sales representative relationship
- Finance provider offerings
- E-contracting (U.S. only)
- Funding process
- Vehicle return process (Canada only)
- Current events and market conditions

SUBSCRIPTION DELIVERABLES

- Customized executive presentation and strategy session that delivers, actionable recommendations for achieving your strategic business goals
- Data and analytical tools for performance insights and competitive comparisons including access to PowerSource
- Executive Overview Dashboard
- Detailed Results Dashboard
- Cross Table Tool
- Verbatim Comments
- Year-long engagement from J.D. Power Team
- Executive briefing highlighting key trends and insights across the industry
- Brand-level scorecards benchmarking each profiled company's performance compared with the industry across key drivers of satisfaction, loyalty, and intent metrics
- The complete study data file with dealer survey responses