



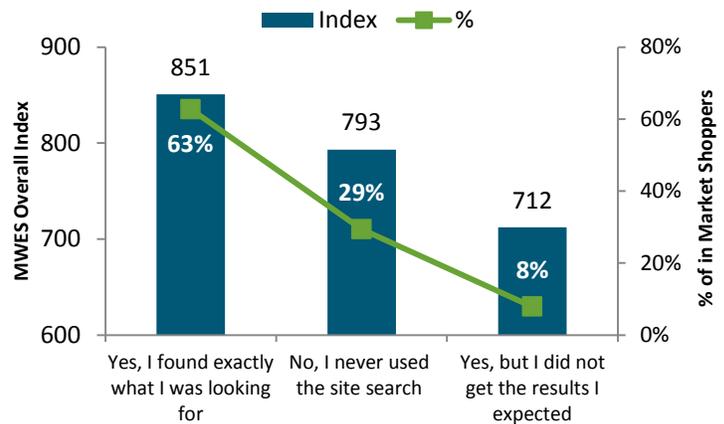
## Searching for Website Satisfaction

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Consumers are accustomed to seeking information on the Internet using search engines, such as Google, and have come to expect high-level search functionality to obtain desired results. 63% of in-market vehicle shoppers visiting manufacturer websites and using that site's Search function—or tool—find what they are seeking.

Satisfaction among new-vehicle shoppers using an OEM website Search function who indicate their search results met their expectations is 851 (on a 1,000-point scale), compared with 712 among those who received unexpected research results. In fact, shoppers who did not use the OEM Search function at all (793) had a more satisfying experience than shoppers who did use the OEM Search with unexpected results.

### OEM SITE SEARCH EFFECTIVENESS VS. SATISFACTION



Source: J.D. Power Manufacturer Website Evaluation Study<sup>SM</sup>—Wave 2

## Behind the Numbers

- A Web search is primarily user-driven, and vehicle shoppers' experiences vary widely. To increase satisfaction, OEMs must assist shoppers in their research by offering a robust Search tool on their websites.
- High-performing websites provide key Search tool functionality, such as search term replacement to correct spelling errors; categorical filters for shoppers to better define results; and predictive search results that offer suggestions to shoppers.
  - Nearly three-fourths (69%) of Dodge and Ford shoppers indicate finding exactly what they were seeking when using the manufacturer website Search tool, followed by Chevrolet (68%) and BMW and Cadillac (67% each).
  - Dodge's Search tool is powered by Google and offers shoppers a search capability that spans Chrysler Group websites, including Chrysler, Dodge, Jeep, and Ram brands.
- There are differences in search experiences among generational groups of shoppers.
  - Pre-Boomers and Baby Boomers are more likely not to use Search functions (30%); Pre-Boomers who do use a Search tool are the most likely to receive unexpected results (13%).
  - Gen Y is the most likely of all generational groups to use Search functions and to find exactly what they are looking for (66%).
- There are also differences in search satisfaction based on the shoppers experience with mobile devices.
  - Among vehicle shoppers who own or have access to a tablet device, 64% are significantly more likely to use a Search tool and receive expected search results, compared with non-tablet users (61%).
  - Non-smartphone users are significantly more likely to receive unexpected results (9%), compared with those who use a smartphone (7%).