

Tracking Project Profile



Honda Customer Satisfaction Measurement: Continuous improvement, continuous rewards

The Need

More than 20 years ago, American Honda Motor Co., Inc., in its pursuit of continuous improvement, approached J.D. Power with a request for a proprietary customer satisfaction measurement program that would measure its dealer sales and service operations. Since that time, many changes have occurred, including client staff, several initiatives, new technologies, and operational improvements. One constant, however, is that the Honda and Acura brands continue to use J.D. Power to conduct their customer satisfaction tracking.

The Solution

Each year, J.D. Power fields more than 3 million surveys to Honda customers via phone, mail, and Web to collect data on responses to specific questions regarding the client's dealership service quality, including initiation, service advisors, facilities, and convenience of service. The data is used by all levels of the organization, including corporate, field organization, research, and dealers. Through the years, Honda has employed findings from this research to make continuous improvements to its processes; implement such new service programs as concierge services; and recognize dealers for good performance, among other achievements. The dedicated J.D. Power research team continuously advises Honda on improving the tracking program's performance to increase response rates and leverage digital solutions for greater transparency in the research process.

The Result

In addition to building and improving the measurement program to meet its changing requirements over the years, J.D. Power has served as a trusted advisor to Honda on research methodology, best practices, and analyses to help the company understand the findings and identify improvements that continue to build loyalty for the brand.

"J.D. Power has served as a trusted advisor to Honda on research methodology, best practices, and analyses to help the company understand the findings and identify improvements that continue to build loyalty for the brand."

For more information, please contact us at 888-537-6937 or information@jdpa.com.

You can also visit our website at www.jdpower.com