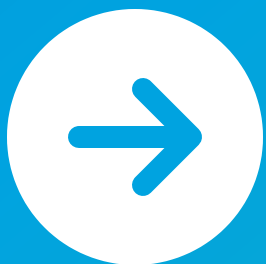


What Consumers Want From Automotive Service Providers

We surveyed 1,025 North American consumers on how they choose where to service their vehicles. Quality, price, and trust set the shortlist, but surprises push people away: 77% say unexpected costs would make them less likely to return.



Why is this *important*?

For automotive aftermarket brands, every service visit or parts purchase is a chance to earn the consumer's trust. Knowing what consumers prioritize, and what pushes them away, shows brands where to focus to protect repeat business.

The results point to a consistent theme: quality of work, affordable prices, and trust lead consumer priorities. When price is equal, better customer service and better past experience are the most common tie-breakers. And the reasons consumers cite most often for being less likely to return, unexpected costs (77%) and service or repair mistakes (76%), each come from about three in four respondents.

The pages that follow break down how consumers choose a provider, what builds confidence in a recommendation, and what it takes to recover after a poor experience.

Quality, price, and trust *set the shortlist*

The top 3 things consumers say matter most when choosing where to have their vehicle serviced:



68%

Quality of work



65%

Affordable prices



58%

Trust

Other priorities included: Knowing the full cost upfront (23%), convenient location (21%), knowledgeable employees (18%), past experiences (16%), speed of service (11%), discounts or rewards (8%), other (1%), and easy digital booking (1%).

When price is similar, *better customer service* is the top factor in choosing a provider

Better customer service	28%
Better past experience	22%
More convenient location	13%
Better reviews	10%
More transparent pricing	9%
Faster service	8%
Loyalty rewards	5%
Personalized recommendations	4%
Easier booking	2%

28% would choose the provider with better customer service, followed by better past experience (22%). Loyalty rewards (5%) and easier booking (2%) are rarely chosen as the deciding factor.

Clear explanations build confidence in recommended add-ons

27%

of respondents say a **clear explanation** would make them most confident approving an additional service recommended by an employee.



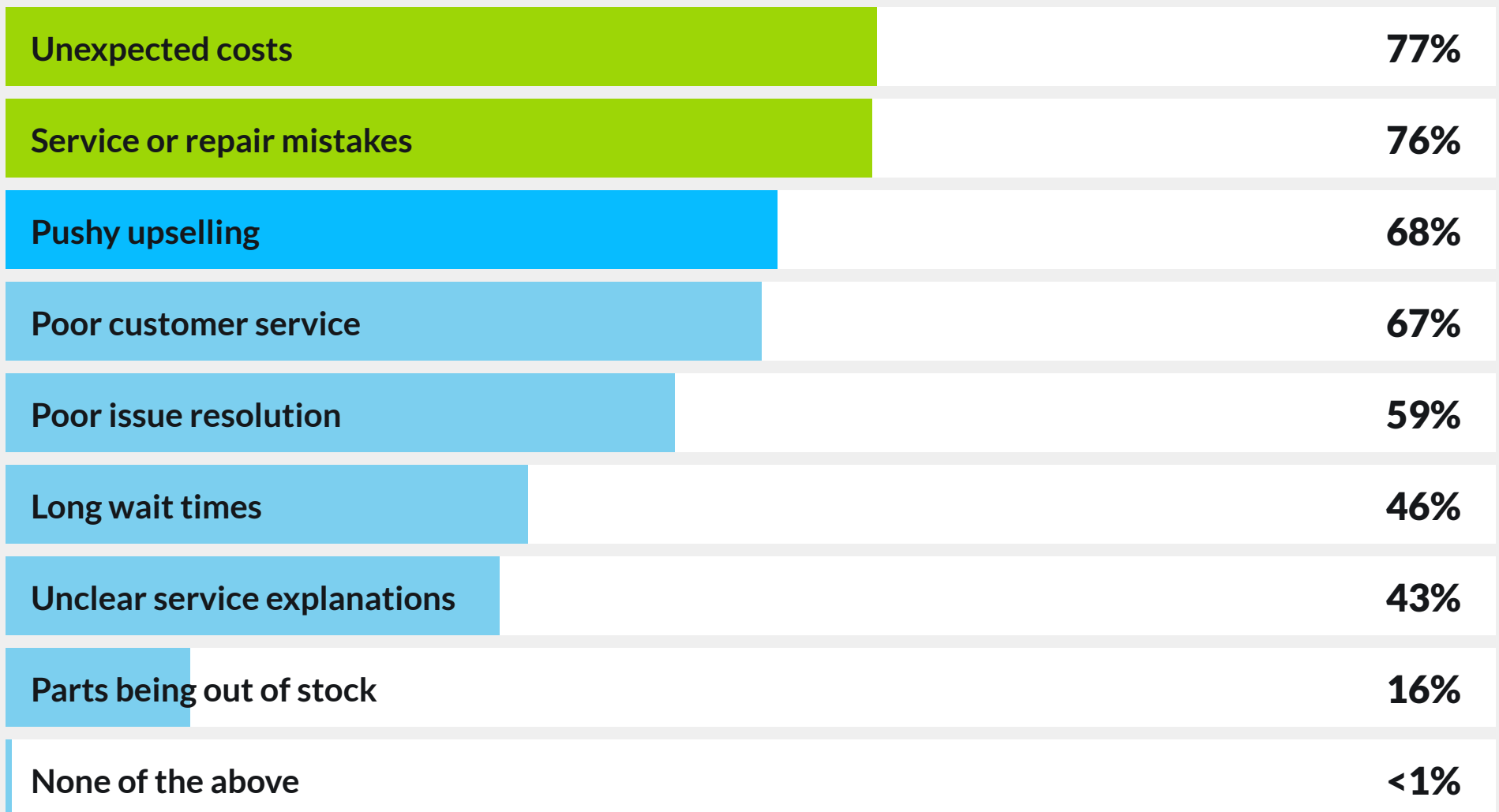
Other responses included: Trust in the employee (17%), photo or video proof (16%), no-pressure recommendation (12%), explanation of urgency (9%), upfront price (9%), I prefer to research it myself (7%), and vehicle-specific recommendation (4%).

After a poor experience, *a refund or price adjustment* is the most common path back

Refund or price adjustment	48%
Nothing; I would go elsewhere	16%
Quick resolution	12%
Explanation of what went wrong	11%
Manager follow-up	8%
Discount on a future visit	3%
A sincere apology	2%

16% say nothing would earn their business back after a poor experience; they would go elsewhere.

***Unexpected costs* and repair mistakes most often make consumers less likely to return**



Five of the eight issues listed were each selected by more than half of respondents.

What this means for *aftermarket brands*

1

Make the full cost clear before work starts

Unexpected costs are the most cited reason consumers would be less likely to return (77%), and knowing the full cost upfront is a top priority for 23%.

2

Explain recommendations rather than push them

Pushy upselling would make 68% less likely to return. A clear explanation (27%), trust in the employee (17%), and photo or video proof (16%) lead what builds confidence in an add-on.

3

Get it right, and have a recovery plan ready

Service or repair mistakes (76%) and poor issue resolution (59%) both rank high. After a poor experience, 48% say a refund or price adjustment would most likely win them back.

About *Intouch Insight*

At Intouch Insight, we specialize in helping multi-location brands achieve operational excellence, exceed customer expectations, and build long-term customer loyalty, and we are proud to deliver growth solutions to over 300 of the world's most beloved brands.

Our solutions are designed to streamline operations, maintain brand standards, and provide actionable insights to help our clients enhance their CX. With over 40 years of CX expertise, we excel in providing our clients with top-notch CX, customer surveys, mobile forms, mystery shopping, as well as operational and compliance audit solutions.

Contact our team today!

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