

Kia tops in overall customer experience index in mass market brands: FADA

**Our Bureau
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Kia India (45.84 per cent) topped the list of overall customer experience index, followed by Toyota (45.83 per cent) and Tata Motors (44.35 per cent) in the second and third largest spots, in the mass market brands, while the country's largest passenger vehicle (PV) maker Maruti Suzuki India (44.04 per cent) ranked sixth in the list after JSW MG Motor (44.09 per cent) and Mahindra & Mahindra (44.06 per cent), a report said on Tuesday.

The primary objective of the annual study — 2024 Customer Experience Index



NUMERO UNO. With a score of 45.84 per cent, Kia India topped the list of overall customer experience index

(CEI), conducted by Federation of Automobile Dealers Associations (FADA), in collaboration with Frost & Sullivan, was to assess and quantify customer experience across sales, after-sales service and product quality in the PV category.

The study highlighted the key drivers of experience, providing valuable insights for the automotive industry.

CEI was conducted with a substantial sample size of 8,685 respondents, including 3,951 from tier-1 cities, 3,925 from tier-2 cities, and 809

from tier-3 cities, FADA said.

CUSTOMER NEEDS

"The findings from the CEI study provide a clear picture of what customers prioritise and value most in their automotive journey. It's evident that aspects like service, comfort and reliability are at the forefront of customers' minds. These are the core areas where automotive brands are succeeding in meeting customer expectations," Vinkesh Gulati, Chairman - FADA Academy and Research, said.

Notably, customers are increasingly expecting greater reach and accessibility from automotive brands, rather than investing in large infrastructure set-ups, he added.