

Auto Repair (Unmet Product Needs)

Customer needs analysis for authorized car repair shops in Saudi Arabia

CLIENT

A leading automotive dealer based in KSA engaged Aranca to conduct customer preference assessment survey to develop understanding of customers' specific preferences, requirements and perceptions regarding authorized car repair shops.

RESEARCH METHODOLOGY

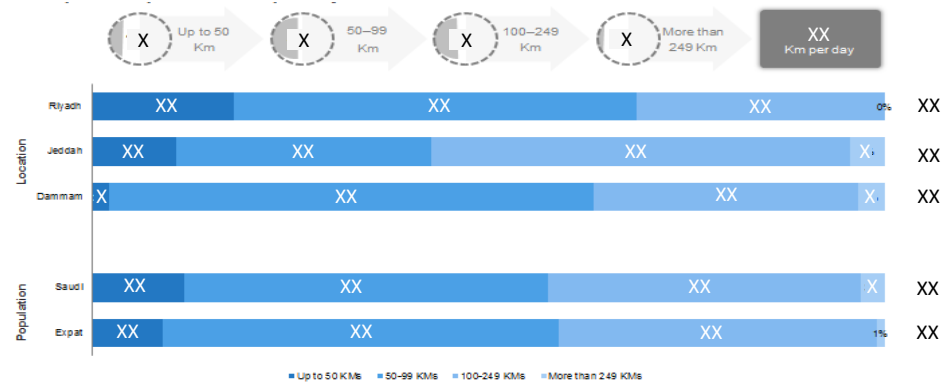
300+ face to face interviews with car owners of various brands in Jeddah, Riyadh, and Eastern Province

SCOPE OF WORK

- Understanding the respondents' car usage pattern
 - Number of people use the same car
 - Number of kilometer the car is driven in a month
- Assessing frequency of car servicing done in the past 12 months
- Understanding the respondents' preference for authorized or non-authorized service center
- Key criteria considered for selecting an authorized or non-authorized service center
- Assessing satisfaction level of the respondents from their recently used car repair shop
- Gauging respondents' readiness to switch to another service centre from the one that they currently use

SAMPLE ANALYSIS TEMPLATES

Average Kilometres Driven Daily by PCs in KSA



Top Criteria for Preferring a Service Center

