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Byrider Used Car Buying Experience Tops New Car Dealers

New Computerized Customer Survey Finds 95-Percent Satisfaction Levels

CARMEL, Ind. (April 13, 2005) – Used car buyers at J.D. Byrider, the nation’s largest used car franchise, are reporting 95-percent satisfaction with their car buying experience, topping the ratings for buyers at new car dealerships. The findings come from an industry-leading customer survey providing next-day reports to Byrider on the experience customers have when buying a used car or getting it serviced at one of their 121 locations.

While Customer Service Index (CSI) systems have been the norm in the new car industry for years, the CSI recently developed by Indiana-based J.D. Byrider is unique in the used car business, which is often known for customer dissatisfaction. Recent surveys of approximately 20,000 Byrider customers revealed the 95-percent satisfaction rating among sales customers as well as 84-percent satisfaction among service clients.

The results ranked higher than those from the most recent CSI of new car owners by J.D. Power and Associates, which revealed an overall customer service satisfaction rating of 86.2 percent for new car buyers, according to Automobile.com.

“It didn’t surprise us that satisfaction among our customers is even higher than at new car dealers,” said James F. DeVoe Sr., founder of J.D. Byrider. “It’s another sign of the appreciation people have for the service we provide to those who need and deserve a quality car.”

For more than 15 years, J.D. Byrider has focused on providing exceptional service and support to its customers. The company sells quality used cars to those with blemished or no credit history. As the leading used car franchise in North America, Byrider has 121 locations across 29 states and provides reliable transportation and quality car service to approximately 15,000 people per month.

With the new CSI system fully implemented this year, Byrider now has detailed insight into the small percentage of customers whose experience is below company standards.



“Our goal is to get the information we need in time to resolve problems and turn an otherwise negative experience into a positive one for the customer,” said DeVoe. “We may not achieve 100 percent every time, but we’re going to strive toward that everyday.”

The surveys are conducted with customers via telephone in the evening and posted on the company’s sophisticated Intranet so that dealers nationwide can review their customers’ level of satisfaction the next morning. The dealer is provided detailed information on what problems the customer reports.

“Most survey systems take three days to turn around to the individual dealerships, and by then it’s sometimes too late to really act on a problem,” said Bill Ackermann, vice president of franchise operations. “Truly effective feedback must not only be accurate, but also immediate.”

The J.D. Byrider Information Technology division and its clients developed and fine-tuned the proprietary CSI system over the past year. The survey system is fully integrated with Byrider’s sales and service systems and the Byrider Discover Intranet.

The company began phasing in the CSI program in June 2004 at select dealers, and it was adopted nationwide on February 1. Since then, many dealers have linked their employee pay plans to the survey results.

“As Byrider continues to expand around the country, such a comprehensive customer service program is crucial,” added Steven E. Wedding, Byrider’s chief financial officer.

“Some companies grow so large that it’s difficult for them to hold on to the ideals that fueled the company’s growth in the first place,” said Wedding. “Our new CSI system lets us maintain the service-oriented principles that were the focus of our first dealership. It alerts us immediately to any customer issues.”

In addition to enabling Byrider to maintain its trusted relationship with customers, the system represents a significant value to franchisees. With 40 percent of all customers surveyed, which is the minimum amount conducted monthly, the cost to the separate dealers is roughly \$200 a month. While implementation of the program was not required of the franchisees, all dealers have eagerly adopted the system.