



Survey says: Byrider asking its customers

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To most people, used car salesmen are to customer service as cold is to hot, as dark is to light, as . . . well, you get the idea. But to Carmel-based J.D. Byrider, the largest used-car franchise in the country, customer service is the key to its continued success.

Byrider has rolled out a customer service index computer system to all 121 of its locations in 29 states. The used-car dealers have to survey at least 40 percent of their customers every day, generating reports the next morning that detail problems.

Byrider requires its franchisees to earn 90 percent satisfaction rates on sales and 80 percent satisfaction rates on repairs and maintenance. In its first two months, Byrider locations scored 95 percent for sales and 84 percent for service, the company said.

- J.K. Wall