

# Qualiscore ABS®

ENHANCING PERFORMANCE VIA IN-DEPTH BENCHMARKING

## AUTOMOTIVE AFTER SALES 2023 French market edition

The most comprehensive review of aftersales digital customer journeys in France.



- 73 OEMs and after-market brands' websites reviewed,
- 44 « Best Practices » for true customer-centricity,
- Strengths & weaknesses of each brand highlighted with comments,
- Our « To-do-list » for each player,
- Easy-to-use format enhancing better communications between operations and digital teams.

New v1.1 updated and extended edition!  
148 pages  
Now available in English and French

**QUALISCORE ABS « Aftersales 2020 »** was the first ever in-depth survey on the quality of digital customer journeys in the business. Brands could at last have an unbiased evaluation of their rating in the market. They used the report's findings to set and enhance

their content strategy and improve the performance of their digital platforms. Reference for the industry, this latest 2023 edition of QualiScore ABS is even more accurate and tangible for aftersales' players aiming at achieving a higher customer satisfaction!

- **Concepts : rating the quality of the digital customer journey**

**QUALISCORE ABS®** aims at quantifying the perception of customer journeys within digital platforms of the automotive and new mobility areas. The audits rate the quality of the customer experience with strict and common criterias for all surveyed brands. From that point, these are ranked within the market, make decisions on their content strategy, understand their competition’s pros and cons, and envision market trends.

- **Novelties of the 2023 edition : more details and accuracy**

**MFI** : The « Mobile Friendly » Index renders the quality of the Responsive Design adaptation on smartphones and PCs.

**Best Practices** : Fonctionnalités which are unique, innovative or smart are rewarded with bonus points.

**Services** : The availability of specific services (car jockey, home service, EVs...) expected by the market are rated here.

**Purchase funnel weighing** : The new rating system gives credit to complex features : online quotation, appointment booking...

- **Better and faster decisions thanks to a user-friendly comprehensive format**

Digital customer journeys’ audits findings are consolidated in 4, 2 and half-a-page formats. Analysis, enriched with illustrations, are immediately usable for insightful decision making.



① The **Executive Summary** consolidates the audit conclusions besides to the overall QualiScore ABS rating. Evaluations are enhanced with colour codes that highlight immediately the strengths and weaknesses of each brand’s websites. A « To-do-list » set up a lists of features to develop, aiming at improving the customer experience.



② Each step of the **purchase funnel’s description** comes with an evaluation of navigation ease and content quality. From the landing page until the final service booking : each phase is rated with a given set of criterias. A straightforward colour-code easily highlights strengths and areas needing attention.



③ **Strengths of the journey** are listed in the « Thumbs up! » page. Links and illustrations will help each brand find inspiration from its competitors!



④ On the other hand, **weaknesses** are listed in the « Really? » page. Brands will immediately identify areas for improvement and setup an action plan for better content and features.

**73 BRANDS SURVEYED - OEMs:** Always-Alfa Romeo-Alpine Cars-Audi-BMW-Citroën-CUPRA-Dacia-DS Automobiles-FIAT-Ford-Honda-Hyundai-Jaguar-Jeep-KIA-Land Rover-Lexus-Lynk & Co-Mazda-Mercedes-MG Motors-Mini-Mitsubishi-Nissan-Opel-Peugeot-Porsche-Renault-Seat-Skoda-Smart-Smart-Mercedes-Ssangyong-Subaru-Suzuki-Tesla-Toyota-Vinfast-Volkswagen-Volvo **AFTER-MARKET PLAYERS :** 123 Autoservice-AD-Allo Garage-Autobacs-Autobutler-Avatacar-Axial-Best Drive-Bosch Car Service-Club Auto Conseil-Delko-Euromaster-Eurorepar-Feu Vert-Fixter-Go Mecano-Gargae & Co-Garage Premier-IDGarages-Mecagoo-Midas-Motorcraft-Motrio-Norauto-Point S-Precisium-Profil+-Roady-Speedy-Top Garage-Vroomly-Wheelly

**Qualiscore ABS®** is a CONSULTANT DIGITAL FRANCE (CDF) production. CDF was founded in 2015 by an automotive digital expert, with over 20 years of experience within global OEMs.



For a presentation of the report’s concepts and contents, associated services and price list, at your office or via visioconference, please contact us :

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Disclaimer : all images of this document are for illustration purposes only and do not commit or engage CDF or any of the represented or mentioned brands.

# 2023 brand ranking and ratings

As published in « Le journal de l'automobile » magazine - March 2023

	OEMs		After-Market Players			
	Classification	Brand	Qualiscore ABS® Feb. 2023	Classification	Brands	Qualiscore ABS® Feb. 2023
	REFERENCE 91-100	(-)		REFERENCE 91-100	Norauto	92
	EXCELLENT 81-90	BMW	83	EXCELLENT 81-90	Vroomly	91
		Mini	83		ID Garages	85
		Skoda	81			Feu Vert
	VERY GOOD 66-80	DS Automobiles	79	Midax		83
		Peugeot	76	Euromaster	82	
		Volkswagen	76	VERY GOOD 66-80	AD	80
		Citroën	75		123 AutoService	79
		Renault	75		Avatacar	78
		SEAT	75		Go Mecano	76
		Audi	74		Bosch Car Service	75
		Dacia	71		Delko	74
	Toyota	68	Autobacs		69	
	GOOD 51-65	Lexus	63		Autobutler	69
		Nissan	60	Mecagoo	68	
		Alfa Romeo	51	GOOD 51-65	Eurorepar	65
		FIAT	51		Fixter	63
	Jeep	51	Motorcraft		63	
	PERFECTIBLE 36-50	Ford	49		Speedy	63
		Opel	45	Club Auto Conseil	57	
		Mercedes	44	Wheelly	52	
		Jaguar	38	PERFECTIBLE 36-50	Best Drive	46
		Land Rover	38		Garage & Co	46
	Hyundai	37	Garage Premier		46	
	WEAK 16-35	KIA EC (**)	30		Précisium	46
		Volvo	30		Top Garage	46
		Cupra	29	WEAK 16-35	Roady	35
	VERY WEAK <15	Honda	9		Profil +	32
		Suzuki	8		Point S	29
		Mazda	4		Motrio	22
		Smart (Mercedes)	3	VERY WEAK <15	Axial	5
		Ssangyong	-5		AlloGarage	-11
		Aiways	-6			
		Porsche	-6			
		Mitsubishi	-8			
		MG Motors	-12			
		Subaru	-15			
	Alpine Cars	-22				
	KIA (**)	-23				
	NOT RATED	Tesla	(-27)			
		Lynk and Co	(-37)			
		Vinfast	(-37)			
		Smart	(-37)			