

CHAPTER 4

SHANGHAI VOLKSWAGEN AFTER SERVICE SURVY

During the survey, I used a questionnaire survey to investigate. In the survey, 100 customers were randomly selected as the survey objects. I made 100 paper questionnaires, and sent questionnaires to customers of Shanghai Volkswagen 4S Store using a random distribution method. Make sure the response rate is above 60%. Because questionnaires can write all the questions that I want to ask in the questionnaire, the questions asked are more comprehensive. I can also learn more about the needs of customers and potential customers. Understand what customers are not satisfied with the company's services. The advantage of the survey questionnaire is that there are many people surveyed and the survey is extensive. Therefore, I chose to use questionnaires to investigate customer satisfaction with the company and customer needs.

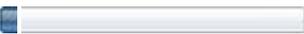
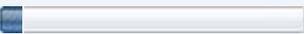
I will also conduct surveys on the Internet, investigate customer reviews of products on Taobao and JD, and get real customer feedback. Based on the data obtained, the customer's satisfaction with the product and the customer's satisfaction with the after-sales service are analyzed. While surfing the Internet, I will also use the official website of Shanghai Volkswagen, where have more information about the company's after-sales service. Shanghai Volkswagen has a separate website for after-sales services that can handle after-sales issues more quickly and easily for each customer.

4.1 Question of Investigation

4.1.1 Face of Customer Groups in Shanghai Volkswagen

According to the survey results Table 4-1 show that people participate in the survey of the number of people aged 18-25 the most, accounting for 74.29%. Ages 26-35 accounted for 12.33% of. Ages 36-45 accounted for 5.48%. Ages 46-55 accounted for 6.85%.

Table 4-1 Age ratio

Option	total	percentage
18-25	55	 75.34%
26-35	9	 12.33%
36-45	4	 5.48%
46-55	5	 6.85%
55-60	0	 0%
60 Above60	0	 0%
The number of the answer	73	

Shanghai Volkswagen in the face of customer groups are the young or middle-aged, and the company's internal staff. As long as people interested in the car will become potential customers of Shanghai Volkswagen. Therefore, Shanghai Volkswagen should pay more attention to doing more advertising in places where young and middle-aged people are active. Let them learn more about Shanghai Volkswagen to meet their needs.

Shanghai Volkswagen has been to meet customer demand for the purpose, and gradually improve the service.

Shanghai Volkswagen's product positioning a mid-range car, the original PASAT primarily for business with the government and enterprises, and now the product PASAT more stylish than the old models PASAT, most use in private owners, some low-end products like POLO belong to family car. On brand and price, the Shanghai Volkswagen products on the market share and reputation are good (Qian, 2007).

4.1.2 The Equality of Customers' Service

We can see about Table 4-2. People are most concerned about is the car brand and security, they accounted for 78.08%. Secondly, 68.4% of people are concerned about the fuel consumption of the car. And they buy a car is subject to many factors. There are 80.82% of people will Contrast between same rank vehicles.

Table 4-2 Select category ratio

Option	total	percentage
Price	56	 76.71%
Brand	57	 78.08%
Security	57	 78.08%
Spatial size	49	 67.12%
Decoration	23	 31.51%
Oil consumption	50	 68.49%
Post-sale service	31	 42.47%
Vehicle power	28	 38.36%
The number of the answer	73	

That can be seen; Shanghai Volkswagen customer services should focus on improving the quality of the car, the car's safety performance and establish a brand image. Most people like German cars 41.1%, of the total. As can be seen, a majority of people on the Shanghai Volkswagen Automotive Company is interested in, because Shanghai Volkswagen is cooperation with German car brand. Therefore, most people are very

willing to buy Shanghai Volkswagen cars.

Since 2001, Shanghai Volkswagen began to advocate "marketing services", namely by improving the "customer satisfaction product" and "sales and service user satisfaction", so as to enhance customer loyalty, creates Shanghai marketing network and new competitive advantages (Ke, 2008).

Promoting service marketing, higher customer satisfaction, the ultimate interest lies in customer repeat purchase, and influences the behavior of potential customers, improve operational efficiency, reduce costs and get better benefits.

4.1.3 The Staff of the Customers' Service Attitude

"The service will win the future and the details will determine success or failure." This is the last sentence of a senior service worker from Shanghai Volkswagen who spoke at the 2004 after-sale service work conference. This sentence of more than 20,000 staff Shanghai Volkswagen service network is undoubtedly encourage everyone of the speech, but also to "the pursuit of excellence, never lose out," the business purpose of the in-depth understanding. While to more than 100 million Shanghai Volkswagen brand car owners, this sentence is undoubtedly a commitment. It is a 20-year-old Shanghai Volkswagen 100% commitment to service for current and future customers (Shanghai Volkswagen, 2012). Attention to detail and will have a future, which is Shanghai Volkswagen's understanding of after-sales service.

More and more car brands after-sales service network in growth, Shanghai Volkswagen as the industry leader, while maintaining the size of the industry's first, but also to the pursuit of higher customer satisfaction, which is from the Shanghai Volkswagen has been advocating form "The maximum" to "The best". Institutions and organizations are basic elements of society, such as the family, school, workplaces, and the community. (Donthu & Boonghee, 2011)

4.1.4 Customer Evaluations

The survey is for customer satisfaction research to understand customer satisfaction for enterprises, help to understand the market trends, provide a basis for business decisions, better corporate profits improve, enhance the competitiveness of enterprises, conducive to better meet customer needs, to ensure that the interests of customers.

In automotive products, the Shanghai Volkswagen all car manufacturers earn the highest rating of consumers in terms of quality service. In product quality, German-based car camp has won the praise of consumers; Shanghai Volkswagen continues to lead the industry (Zhong, 2007).

4.2 Analyze the Collected Data and Information

In my article , a part of which is, according to the survey analysis understanding of the Shanghai Volkswagen, as well as their suggestions for Shanghai Volkswagen. Therefore, 24/11/2017 I distribute to10 questionnaires in school as the test survey found that some people are not interested in open questions. Therefore, 25/11/2017 I used wenjuanxing platform distributed 100 questionnaires, when surveys done after the people can draw a prize, so there are more people willing to fill out the questionnaire. After 13 days, I withdraw the 73 questionnaires. So my questionnaire response rate was 73%.

4.2.1 Analysis of the Age, Occupation, Education and Income of the Respondents.

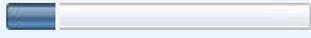
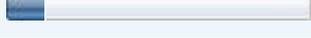
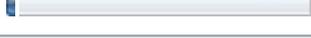
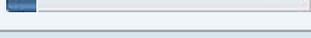
The results of the questionnaire showed that of the 73 people surveyed, 34 were male and 39 were female. Among them, aged of 18-25, have 55 people, 75.43% of their total number. Between the ages of 26-35 have 9 people, 12.33% of their total number. Between the ages of 36-45 with 4 people, 5.48 % of their total number. Between the ages of 46-55 are 5 people, 6.85 % of their total number. As shown in Table 4-3 and 4-1

Table 4-3 Gender ratio

Option	total	percentage
Man	34	 46.58%
Femal	39	 53.42%
The number of the answer	73	

As shown in Table 4-4. Among them, the average monthly income below 2000 are 31, 42.47% of their total number. Average monthly incomes 2001-4000 have 12 people, 16.44% of their total number. The average monthly incomes 4001-6000 have 12 people, the total number of 16.44%. The average monthly incomes 6001-8000 have 9 people, 12.33% of their total number. The average monthly incomes 8001-10000 have 2 people, 2.74% of their total number. In the survey, the occupation is divided into the first industry, the second industry, and the third industry.

Table 4-4 Monthly salary ratio

Option	total	percentage
Below2000	31	 42.47%
2001-4000	12	 16.44%
4001-6000	12	 16.44%
6001-8000	9	 12.33%
8001-10000	2	 2.74%
Above 10000	7	 9.59%
The number of the answer	73	

4.2.2 Analysis the Primary Information and Data

In the results of the questionnaire it shows that there are some people for Shanghai Volkswagen recommendations.

In the automotive aftermarket, some people think Shanghai Volkswagen should raise perfect service system, strengthen after-sales service.

In terms of price, some people think the company should do more promotions, more new models to market, and there can be a reasonable price.

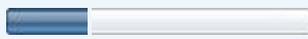
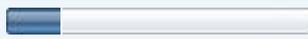
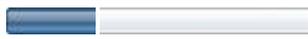
In terms of innovation, some people believe that Shanghai Volkswagen should be more models, allowing consumers to choose; they think Shanghai Volkswagen models of different series is basically the same.

Still others believe that the market share of Shanghai Volkswagen car is not good enough, they need to improve product performance, so there will be more people like Shanghai Volkswagen products.

On the end, people to recommend most is the need to improve in the aftermarket. After-sales service includes employee attitudes, the sale of the project, and the staff to handle issues time in the after - sales.

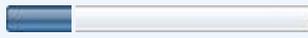
Among the 73 returned questionnaires, there are 73 people know Shanghai Volkswagen. As shown in Table 4-5. 21.92% of people through the network to know Shanghai Volkswagen, 27.4% of people through television know Shanghai Volkswagen, 2.74% of people know about the company through newspapers, 17.81% people through friends otherwise understand Shanghai Volkswagen, 30.14% of people through other ways to understand the Shanghai Volkswagen.

Table 4-5 The proportion of understanding methods

Option	total	percentage
Net	16	 21.92%
Television	20	 27.4%
Newspaper	2	 2.74%
Relatives and friends	13	 17.81%
Others	22	 30.14%
The number of the answer	73	

In the survey, 78.08% of people driven a car, 21.92% have not driven a car. As can be seen, Shanghai Volkswagen can face the market are many. As shown in Table4-6.

Table 4-6 Whether to drive

Option	total	percentage
Yes	57	 78.08%
No	16	 21.92%
The number of the answer	73	

In the survey, Private car is 32.88%. Renting a car is 67.12%. As can be seen, there are very few young people they have a car. As shown in Table 4-7.

Table 4-7 The family car owners ratio

Option	total	percentage
Private car	24	 32.88%
Renting a car	49	 67.12%
The number of the answer	73	

And 41.43% of people have driven a car. Most people like German cars, 41.1% of the total. Then, like American vehicle people have 17.14%. Domestically produced vehicle and Japanese vehicle like as many people are 14.29%. As shown in Table 4-8.

Table 4-8 Country of production

Option	total	percentage
Domestically produced vehicle	10	13.7%
Japanese vehicle	11	15.07%
American vehicle	12	16.44%
British vehicle	2	2.74%
German vehicle	30	41.1%
Others	8	10.96%
The number of the answer	73	

People are most concerned about is the car brand and security, they accounted for 76.08%. Secondly, 76.71% of people are concerned about the car's price. Third, 68.49% concern the oil consumption. Fourth, 68.71% concern car spatial size. Fifth, 42.47% concern Post-sale service. Sixth, 38.36% concern Vehicle power. Seventh, 31.51% concern Decoration. And they buy a car is subject to many factors. There are 80.82% of people will Contrast between same rank vehicles. 65.71% of people are more concerned about Product detail description and demonstration. 34.29% of people are concerned about Attention of Getting the vehicle. 32.86% of people would refer Expert's suggestion. 28.57% of promotional activities are concerned, 21.43% Council Dealer's introduction. As shown in Table 4-9.

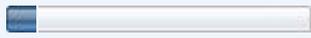
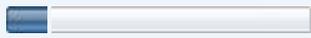
Table 4-9 Considerations when buying a car

Option	total	percentage
Price	56	76.71%
Brand	57	78.08%
Security	57	78.08%
Spatial size	49	67.12%
Decoration	23	31.51%
Oil consumption	50	68.49%
Post-sale service	31	42.47%
Vehicle power	28	38.36%
The number of the answer	73	

In the survey results showed that 44.29 % of people prefer Passat, 14.29% of people

like Sunny, Polo, Other, 10% of people like Toura, 2.86% of people like Sangtana. As can be seen, Passat is the most popular series. As shown in Table 4-10.

Table 4-10 Cars species

Option	total	percentage
Passat	33	 45.21%
Toura	7	 9.59%
Sunny	10	 13.7%
Polo	10	 13.7%
Sangtana	2	 2.74%
Others	11	 15.07%
The number of the answer	73	

4.2.3 Analysis the Secondary Information and Data

The president and CEO of Volkswagen Group China: “We are quite confident that in the medium and long-term, the Chinese automotive industry, especially in business growth, will be higher than any other relevant automotive markets.”

Has this to say in the Shanghai Volkswagen official website, "As long as you are Shanghai Volkswagen owners, the club is your home. Shanghai Volkswagen owners club aims to provide a platform to share the joys of life, in addition to your enjoyment of driving, also can enjoy friendship and more fun in time. Shanghai Volkswagen will be happy to provide you exceed expectations of member’s interests, a variety of member activities and unparalleled interactive experience! You will be the at the first time to get aftermarket information and promotions, enjoy co-tenants Special Offers participating Member exclusive enrichment activities, more interaction through membership site online around drivers, sharing colorful car life!" It can be seen, Shanghai Volkswagen has been to meet customer demand for the purpose of gradually improving after-sales customer service.

Shanghai Volkswagen the company in the official website issued a notice, it is changed its name. By the Board of Directors resolution, the State Administration for Industry and Commerce approved since December 7, 2015, Shanghai Volkswagen Automotive Co., Ltd. changed its name to SAIC Volkswagen Automotive Company Limited, called SAIC-Volkswagen (SAIC VOLKSWAGEN). The name change will further enhance the company's brand influence, fully embodies the shareholder parties SAIC and Volkswagen support and sustainable development for SAIC-Volkswagen confidence. After the name change, SAIC Volkswagen Co., Ltd. will assume all rights and company obligations of the original, company its business scope and business

relationships remain unchanged. SAIC Volkswagen will actively fulfill corporate social responsibility, as always, to provide reliable products and high quality services to Chinese consumers.

SAIC In terms of production, in April the company produced a total of 479,975 cars of various types, an increase of 9.42%; terms of sales, April sales of all types of cars 460 864, an increase of 8.70% (Shanghai Volkswagen, 2007).

4.3 Assessment of the Implication of These Effects in Shanghai Volkswagen

4.3.1 Face of Customer Groups in Shanghai Volkswagen

Through the questionnaire, it can be found that most of the customer groups faced by Shanghai Volkswagen are young people or middle-aged people. Shanghai Volkswagen do well in this regard, because, according to the current development of the automotive industry point of view, they are faced with consumer groups, only the middle-age and young people. However, they can go to increase the types of consumer groups, according to market demand. For example, women prefer lightweight lovely type of car, they can make a special series of models for women.

Shanghai Volkswagen outstanding service levels have become brand value. Generally, buyers are most concerned about is the quality of the car, followed by after-sales service, if service is not good, no matter how good the quality of car consumers will worry. While sales of the Passat series models can record highs, it is inseparable from the Shanghai Volkswagen powerful after-sales service system. Shanghai Volkswagen owned by more than 500 service network, Shanghai Volkswagen has become the country with the most service outlets car repair enterprises, network throughout the country. A Passat owners say well, buy Passat not only because the car is good, but also because of Shanghai Volkswagen, good service, buy a Passat, which is bought at ease.

4.3.2 The Equality of Customers' Service

Quality of staff service is needed to improve, because in the survey, people to recommend the most is in the aftermarket need to improve, improve the service system, and strengthen after-sales service. Sale includes employee attitudes, the sale of the project, and the time staff to handle the problem in the aftermarket.

On December 6th, 2007, the "China Automotive Annual Service Brand, Annual Service Product Supplier Golden Wrench Award, Golden Finger Award" award ceremony was held in Beijing. With a series of innovative initiatives in customer care, Shanghai Volkswagen Automotive Co., Ltd. won the "Golden Wrench Customer Care Award" for 2007 China Automotive Service. This was after winning the "Golden Wrench Technology Contribution Award" last year, Shanghai Volkswagen won the award of the annual service

brand issued held by authoritative domestic media again (Volkswagen, 2010).

4.3.3 The Staff of the Customers' Service Attitude

In the attitude of the staff service, the company has clearly defined, but may be conveyed through many managers, the employees put into practice there will be some changes. This led Shanghai Volkswagen to rank ninth in the auto brand complaints list in November 2015. It can be seen that Shanghai Volkswagen has paid more attention to after-sales service. Shanghai Volkswagen Company is not forgetting to update after-sales service while developing new products. This is a serious and responsible attitude towards customers.

Shanghai Volkswagen in early 2002 launched a free service hotline 800-820-1111, they to potential clients and customers about products, services, marketing activities inquiry to provide answers, for complaints against dealers, service stations recorded, and timely results feedback to customers. When reply potential customers to inquiries, complaints handling process, to discover the intention to buy potential customers, further to record their details, provide details and explanation for their interest in the model, and potential customers further communication, and in accordance with the customer's purchase of Time intention type, for further communication and follow-up. At the same time, customer development center also shoulder the outgoing phone verification, update customer information, phone survey, mail product information and marketing activities, prizes and other function.

4.3.4 Customers' Evaluation

In terms of customer satisfaction, Shanghai Volkswagen and strive to do our best. It can be seen through consumer complaints, Shanghai Volkswagen ranked No. 9 in car brands complaint rankings in November 2015, with decrease 3.57% compared to last year.

All types of vehicles, the German cars has been the most satisfying to Chinese consumers. There has a high reputation among Chinese customers. Shanghai Volkswagen brand dealers assessment primarily assess its operating capability, management capability directly reflected in the number of sales, service units times and customer satisfaction. Shanghai Volkswagen has a very comprehensive service guidebook to regulate dealers' pre and post sales behavior to quality of service to consumers, and Shanghai Volkswagen will be checking through the headquarters, "mystery customer" checks and other ways to monitor the implementation of dealer.