

# J.D. Power and Associates: Listening to the Voice of the Customer

Companies in 60 countries turn to J.D. Power and Associates' quality and customer satisfaction research for the insight and information they need in a rapidly changing world. Each year, more than 20 million survey-related communications capture the opinions, perceptions, and expectations of consumers and business customers. J.D. Power industry performance benchmarks and analytical research are woven into the operations of leading companies around the world to measure customer satisfaction and drive improved business practices.

- 45% of J.D. Power's business comes from non-automotive industries
- 27% of J.D. Power's business comes from outside the U.S.
- China is one of J.D. Power's fastest growing markets

Extensive media coverage has helped to build the J.D. Power brand without requiring significant advertising or marketing expenditures. In 2008, more than 110,000 television commercials and nearly 7 billion print ad impressions referenced J.D. Power awards.

## J.D. Power's Industry Coverage

- Automotive
- Electronics
- Financial Services
- Healthcare
- Insurance
- Marine
- Real Estate
- Telecom
- Travel
- Utilities

## Web Intelligence

J.D. Power and Associates' new Web Intelligence Division analyzes social media that not only delivers feedback in the form of data, but also provides insights into the online dialogue that millions of consumers conduct on a daily basis via blogs, message boards, and other forms of online content. Using leading-edge technology and algorithms, J.D. Power transforms the unstructured data of the online community into actionable insights by identifying important themes and topics of interest by demographic profile, complementing the company's core research capabilities across multiple industries.



## Vehicle Launch Index

Today, ensuring that new vehicle models are launched successfully is more critical than ever to automakers. The J.D. Power and Associates Vehicle Launch Index provides auto manufacturers with information that quantifies how new vehicle models perform during their launch years. It also provides a real-time, comprehensive view into marketplace activity that allows manufacturers to more quickly respond to changing industry conditions. Performance is measured against industry and segment benchmarks on a monthly basis. It also examines factors including turn rate, credit quality, residual factor, dealer gross profit, vehicle pricing, and incentives.

## Digital Delivery

The J.D. Power Business Center is a new Web site application designed to create a single, integrated delivery platform for all J.D. Power products. Analysis tools are user-friendly and very powerful—all designed to help clients get the most out of this actionable information. Clients receive interactive rank charts, company summary charts, gap analysis, and automated search tools to analyze responses to open-ended survey questions.

## J.D. Power and Associates Awards

Here is a sampling of awards J.D. Power presents to companies ranking highest in Quality and Customer Satisfaction:

### U.S. Awards

- Credit Cards: American Express
- Automotive Dealer Service: Lexus
- Homeowner's Insurance: Amica
- Mass Merchandiser Pharmacies: Target
- Full Service Investment Firms: Raymond James

### International Awards

- Japan Hotels: ¥35,000 or More per Night Segment: Ritz Carlton
- China Initial Quality Premium Midsize Segment: Volkswagen Sagitar
- India Performance, Execution and Layout, Midsize Car Segment: Maruti SX4
- UK Retail Banking: The Co-Operative Bank
- Spain Broadband Internet Providers: Orange

