

ICDPA MEETING FRIDAY 16th JULY

The Australian consumer after-sales experience

At the next session, the Australian Centre for Retail Studies, working with ICDPA, will outline their findings and conclusions drawn from focus group based research examining the "Australian consumer after-sales experience".

The work is based on primary research into understanding the key experiences, reactions and expectations of owners of passenger vehicles with respect to the repair and servicing of their vehicles, and to explore the implications for franchised dealers and vehicle manufacturers. In addition, the research will explore customer perceptions of value added elements in the after-sales period, with a particular focus on the factors driving choice in the servicing and mechanical repair of vehicles.

ICDPA Members will gain an understanding of customer perspectives and behaviour, from a generic non-brand perspective in terms of the after-sales and repair experience. This research will also contribute to an improved understanding of what customers perceive and value in the course of vehicle ownership, and in particular the factors driving their choices in the servicing and mechanical repair of their vehicles. Of key interest are the decision drivers deliberated over by vehicle owners such as to remain with the franchised dealer or visit an independent repairer for standard service and repairs.

ICDP Europe has undertaken a similar exercise encompassing Germany, Spain and France, and comparisons and contrasts with the experiences between Australian and European consumers will be examined.

Please pass this advice on to others in your organisation if you consider they may be interested in attending this meeting.

Details of the meeting are as follows:

Friday 16th July - Melbourne

Venue: Kooyong Tennis Club, 489 Glenferrie Road, Kooyong. ([Link to Google Map](#))

Time: 8:30 am for a 9:00 am start. This meeting will conclude by 12:00 noon

Car Parking is available in the car park to the north of the main stadium and opposite the Club in the car park adjacent to Vision Australia.

Members should email Jeannette Harlock ICDPA Administration Manager email: jworks@midnight.net.au to register for this meeting.