

Customer Experience in the Auto Dealer Industry by Country

KEY TAKEAWAYS

+ Chinese consumers report the highest satisfaction with their recent auto dealer experiences and are most likely to trust and recommend afterwards. Meanwhile, Swedish consumers are the least likely to trust and recommend after their recent auto dealer experiences.

CX Metrics in the Auto Dealer Industry

	Satisfaction	Trust	Recommend	Purchase More
Australia	67%	58%	62%	59%
Brazil	78%	81%	82%	77%
Canada	73%	65%	68%	62%
China	85%	86%	84%	92%
Denmark	72%	61%	67%	60%
France	78%	76%	78%	73%
Germany	82%	66%	73%	43%
Hong Kong (China)	N/A	N/A	N/A	N/A
India	81%	78%	79%	74%
Ireland	N/A	N/A	N/A	N/A
Italy	72%	64%	69%	54%
Japan	56%	69%	48%	39%
Mexico	N/A	N/A	N/A	N/A
Netherlands	78%	68%	67%	59%
New Zealand	N/A	N/A	N/A	N/A
Philippines	N/A	N/A	N/A	N/A
Singapore	84%	90%	85%	84%
South Korea	N/A	N/A	N/A	N/A
Spain	N/A	N/A	N/A	N/A
Sweden	64%	46%	48%	53%
United Arab Emirates	66%	64%	72%	70%
United Kingdom	N/A	N/A	N/A	N/A
United States	78%	66%	73%	74%

ABOUT

Base: 28,400 consumers across 26 countries
Source: Qualtrics XM Institute Q3 2023 Global Consumer Study

Customer Experience in the Auto Dealer Industry, 2022-2025

Customer Experience in the Auto Dealer Industry

■ Satisfaction

■ Trust

■ Recommend

■ Purchase More

Global: 2025

74%

Satisfaction

69%

Trust

70%

Recommend

65%

Purchase More

CX Metrics over time
2022-2025

N/A

Data not collected on auto
dealers in 2022

ABOUT

Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

DATA CALCULATION

Data was only reported on and analyzed from industries with a sample size of 100+ in each country – otherwise reported as N/A. Consumers responded only about experiences with industries they had an interaction with in the previous 90 days.

Year-over-year calculations were performed using data only from the 20 countries from which we collected data in both 2023 and 2024. Calculations of CX metric changes from 2022-2025 were conducted only using data from the 19 countries from which we collected data in 2022, 2023, 2024, and 2025. Year-over-year calculations were not conducted including Hong Kong (China) due to small sample sizes. Data was not collected on auto dealer, electronics, and hotel industries in 2022.

CX metrics for all years are reported as the percentage selecting the top 2 boxes on a 5-point Likert scale out of the total number of responses for each country/industry.

All Global numbers are an average across all countries.

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