Killing the Negative Vibes Surrounding Used Car Dealers as a Whole by Leisa Dreps

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Lemons, fraudulent dealers, fake credentialsâ€”these are the words that give the car industry a bad name, especially car dealers. Even the most credible car dealers in the United States canâ€™t escape these words since it affects the industry as a whole. Perhaps, in time, these names will be erased from a car dealerâ€™s reputation.

Fortunately, car dealers do not have to look into the future for it to happen. A recent study indicated that 2012 is their lucky year. Maritz Research, an independent research firm, said in their press release that the car industry outperformed other industries in customer service. The report said majority of the respondents claimed to have enjoyed the experience of buying a car or having it repaired.

Think of it this way: without customers, there can be no profit. On the other hand, if customers find the service not meeting their expectations, they may be forced to look elsewhere. Dealers make it a point to entertain their clients as best as they can, considering that buying a car can be stressful and difficult without customer service.

The numbers speak for themselves: the auto industry ranked third out of at least a dozen other industries in customer serviceâ€”behind credit cards and insurance. Three out of four customers were satisfied with the service car dealers gave them. To render the study valid, the researchers gathered 25,000 ratings from customers per quarter from every participating industry.

With these findings, the car industry hopes to clear any bad names associated with dealers and service providers. This goes to show many people still put their faith in used car dealers in Indianapolis and other cities for their car needs. They may experience some lapses from time to time but that does not make them generally bad. Anything that involves cars requires utmost attention and care from those who know cars best.

Still, it does not rule out the fact that car buyers must look with a keen eye for used car dealers Indianapolis residents can count on. Always avoid making transactions with the wrong people to avoid getting the wrong impression. There are more ways on how to be careful with choosing a car dealer than ways to fall victim to a scam.

The Maritz Research website at www.maritzresearch.com has information on the results of the study released this February. Also, the firmâ€™s â€œThe Ride Blogâ€• shows the statistical data from the of customer experience in a used car dealer Indianapolis has to offer.

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