



Mahindra ranks ahead of Toyota in CSI

Mahindra ranked 4th in overall Customer Satisfaction ahead of Honda, Toyota, Chevrolet and Ford according to the J.D. Power Asia Pacific 2008 India Customer Service Index (CSI) study.

Mahindra got a CSI score of 758 on a 1000 point scale. Overall Customer Satisfaction for the industry improves slightly in 2008 – up by 3 points over 2007. Mahindra improved its score significantly by 25 index points over 2008. Mahindra has continuously improved CSI score since 2004 till 2008.

The Overall Satisfaction is determined by examining seven measures (listed in order of importance): problems experienced (27%); service quality; user-friendly service; service advisor; service initiation; service delivery; and in-service experience.

J.D. Power Asia Pacific 2008 India Customer Satisfaction Index (CSI) StudySM

