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Triumph Motorcycles was ranked first of 27 powersports brands in [Pied Piper's 2024 PSI Service Telephone Effectiveness \(STE\) Study](#). The study measured the efficiency and quality of service telephone calls based on a customer's objective of quickly and easily setting up a service appointment. Following the Triumph dealers in the rankings were dealers who service Harley-Davidson's electric Livewire brand, BMW, Aprilia, and Polaris Off-Road.



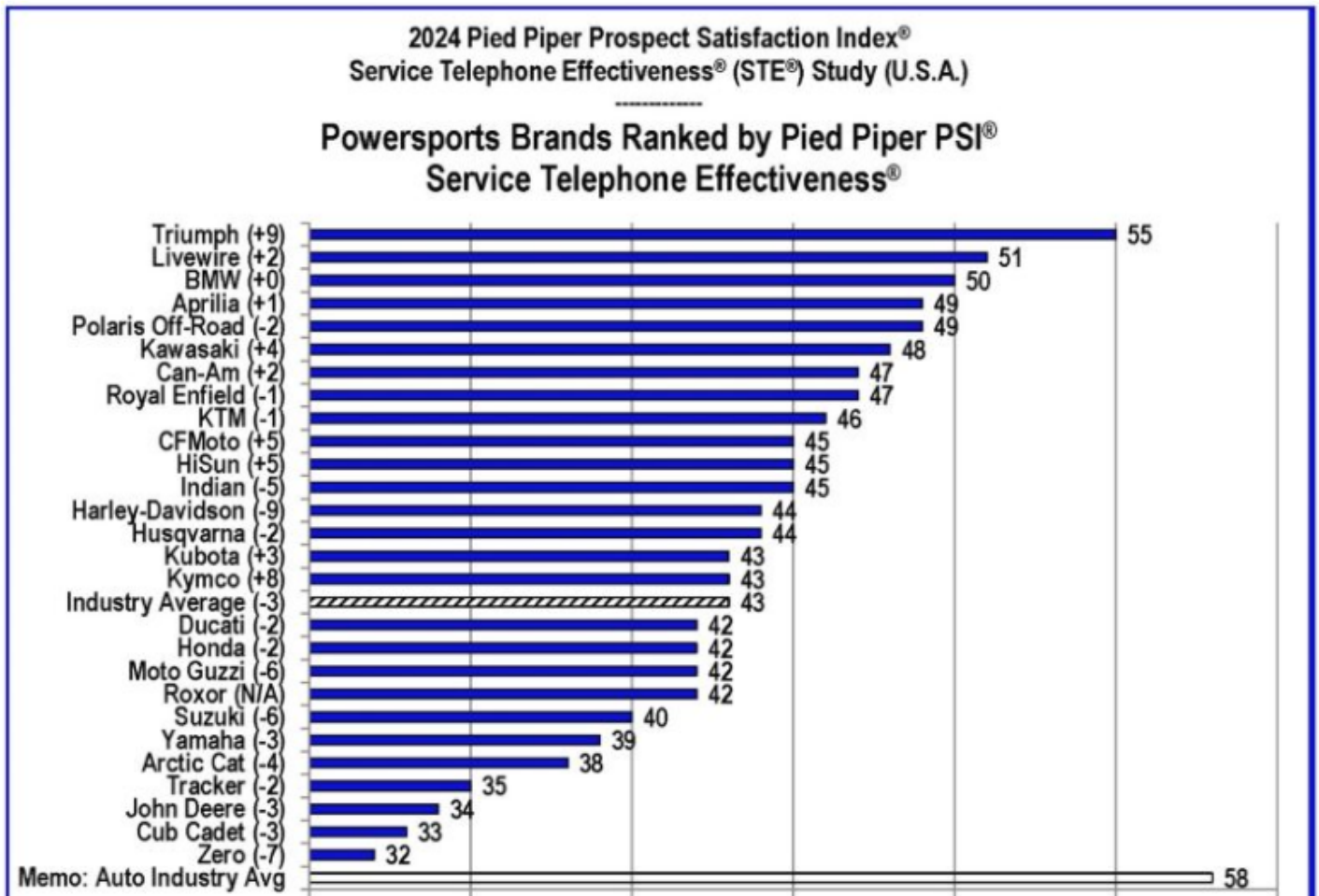
Following the Triumph dealers in the rankings were dealers who service Harley-Davidson's electric Livewire brand, BMW, Aprilia, and Polaris Off-Road. (Photo: Pied Piper MC)



“Well-run service departments focus on increasing customer loyalty, and the first service experience to drive that loyalty is a customer’s phone call to schedule an appointment. Powersports customers who find scheduling service difficult vote with their feet by moving to another dealership or independent shop, or even getting rid of their vehicle.”

Fran O’Hagan, Pied Piper CEO

Triumph, Kymco, CFMoto, HiSun, and Kawasaki improved their STE scores by more than four points from last year’s study. However, the performance of 16 brands declined, including Harley-Davidson, Zero, Suzuki, Moto Guzzi, and Indian.



Source: 2024 Pied Piper PSI® Service Telephone Effectiveness Study (USA) - Scale 0 to 100

www.piedpiperpsi.com

Overall STE scores range from 0 to 100 and are calculated from a mix of individually weighted measurements that support the customer mission of quickly speaking with a service representative who can schedule a service appointment within a reasonable amount of time. Efficiency measurements determine 62% of the total score, while quality measurements determine 38% of the total score.

One in seven (15%) of the study's powersports customers hung up their phone, having failed to schedule service. Thirty-three percent of the customers quickly accomplished their objective, speaking with a service advisor within one minute and scheduling an appointment within one week. Thirteen percent of the powersports dealerships nationally went further, achieving STE scores over 70, by also providing a proactively helpful experience that went above and beyond the customer's basic expectations.

The national average STE score dropped three points compared to last year, from 46 to 43. Powersports dealers in this year's study were more likely, on average, to place customers on hold, less likely to give their name to the customer, less likely to ask for the customer's contact information, and less likely to provide an estimate of how long the repair would take or what it would cost. However, dealers, on average, offered an earlier appointment, six days out on average compared to nine days out last year, and dealers were more likely, on average, to ask if there were any other services needed while the customer's vehicle was in the shop.

June issue of Powersports Business has arrived! As we welcome summer, we also cover riders'™ responses to electrification in the powersports industry, and how to answer credit and financing questions from customers...

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Triumph, this year's top-scoring brand, improved its STE score by nine points **over the previous year** to achieve a score of 55, close to the automobile industry average STE score of 58. Triumph customers spoke with a service advisor within one minute and scheduled service within one week 47% of the time on average, compared to only 18 percent

of the time last year. Similarly, last year, Triumph customers waited on hold for more than two minutes 24 percent of the time, which improved to only eight percent of the time this year.