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Acura Comes Out On Top In Pied Piper Dealership Service Study

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Acura was ranked first out of 34 automobile brands in Pied Piper's 2024 PSI ServiceTelephone Effectiveness (STE) Study, which measured the efficiency and quality of service telephone calls from a customer's objective of quickly and easily setting up a service appointment. Following the Acura dealers in the rankings were dealers who service Mazda, Lexus, Infiniti, and Volkswagen.

"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," said Fran O'Hagan, Pied Piper CEO. "Vehicle customers who find scheduling service difficult vote with their feet by moving to another dealership or independent shop, or even getting rid of their problem vehicle," said O'Hagan.

