From customer feedback to series production

21/11/2024 Porsche continuously factors customer feedback into the further development of its products. The sports car manufacturer does so with remarkable success: in a study conducted this year by J.D. Power, Porsche won several prizes. The Newsroom shares a few examples of innovations based on customer feedback.

The quality study by the US market-research institute J.D. Power uses customer surveys to assess the quality of new cars in the US. The Porsche brand has ranked first among premium brands in the Initial Quality Study (IQS). About 100,000 US owners of new cars, across more than 200 models and more than 30 brands, were asked about possible distinctive quality features as part of the study.

“The awards are a great achievement, to which the whole team has contributed,” says Christian Friedl, Vice President Corporate Quality at Porsche. “Quality is more than just monitoring success at the end of the production line. It starts with feedback from our customers, flows into the concept, influences the entire product development process and ends with the support of our customers in the retail sector.”

Vehicle quality and customer satisfaction

The J.D. Power VDS (Vehicle Dependability Study) and APEAL (Automotive Performance, Execution and Layout) study analyse vehicle quality and customer satisfaction. VDS examines three-year-old vehicles and assesses the long-term satisfaction of customers. The APEAL study focuses on new cars and measures their design, performance, safety, user-friendliness, comfort, and perceived quality.

In the APEAL study, the Porsche Taycan was named the best model in the Upper Midsize Premium Car segment. Kevin Giek, Vice President Model Line Sedans, received the award. The Porsche 718 received the Platinum Award for the most reliable model in the VDS study, presented to Michael Rösler, Managing Director Complete Vehicle Product Line 911.

HomeLink and Co.: implemented customer feedback

These positive results have not come about by chance; they are the result of comprehensive measures. Carrera Online highlights selected topics where customer feedback has been directly incorporated into the development of series production cars.

HomeLink

In the past, many customers thought the integrated garage door opener was complicated, as they needed to go through several steps in the Porsche Communication Management (PCM) to activate it.

Since the last model generation of the Cayenne, physical buttons have been introduced on the interior mirror that can control up to three garages.

Cooled charging cradle

During inductive charging, mobile phones can heat up considerably. A cooled charging cradle provides a solution to this in current Cayenne, Panamera and Taycan models, with more model lines to follow.

As a positive side effect, the cooling effect has also allowed the inductive charging power to be increased to 15 watts.

Skip button on the steering wheel

The results of the Initial Quality Study (IQS) and subsequent data analysis showed that the assignable button on the steering wheel was frequently used by customers as a skip function – to skip from one song to the next. So Porsche introduced a specific ‘skip’ button on the steering wheel, freeing up the

assignable button for other functions.

Air conditioning

In the previous generation of the Cayenne, there were occasional customer complaints about fan noise in the air conditioning system. The feedback led to specifical improvements of the acoustic performance of the air conditioning in the product upgrade of the Cayenne, as well as in future projects. An optimisation is achieved through the so-called rear reduction. This function reduces the airflow as needed when the second row of seats is unoccupied, thereby minimising noise development.

MEDIA ENQUIRIES

Sandro Kälin

Head of Communications Porsche Schweiz AG
+41 41 487 91 16
sandro.kaelin@porsche.ch

Consumption data

Cayenne E-Hybrid (WLTP)*: Fuel consumption weighted combined: 4.5 – 4.0 l/100 km; Fuel consumption with depleted battery combined: 10,6 – 9,9 l/100 km; Electrical consumption weighted combined: 19.8 – 19.1 kWh/100 km; CO_2 emissions weighted combined: 101 – 90 g/km; CO_2 class weighted combined: C – B; CO_2 class with depleted battery: G

Cayenne S E-Hybrid (WLTP)*: Fuel consumption weighted combined: 4.6 – 4.0 l/100 km; Fuel consumption with depleted battery combined: 10,6 – 9,9 l/100 km; Electrical consumption weighted combined: 20.0 – 19.1 kWh/100 km; CO_2 emissions weighted combined: 103 – 90 g/km; CO_2 class weighted combined: C – B; CO_2 class with depleted battery: G

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

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Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart