Porsche Claims 1st Place in J.D. Power 2021 Customer Service Index Study

11/03/2021 U.S. customers gave Porsche higher rankings across luxury brands

Porsche and its dealers today claimed an important trophy for continuously improving how customers experience service. The J.D. Power 2021 Customer Service Index (CSI) Study, released today, ranked Porsche in first place among premium brands in the U.S. – the second time in three years.

The CSI Award comes a month after the J.D. Power 2021 U.S. Vehicle Dependability Study found the Porsche 911 was the most trouble-free new car overall and the Macan won in the Premium Compact SUV class.

“Our dealers worked hard for our customers throughout the initial lockdowns of the past year and subsequent social distancing and health measures to make sure they could rely on Porsche,” said Kjell Gruner, President and CEO of Porsche Cars North America, Inc. (PCNA). “We are continually striving to not just meet, but exceed the high expectations of our customers – and it’s vital that the quality of service must live up to that vision. Together with our 192 independently owned and operated U.S. dealers, we are working hand in hand to accomplish this every day.”

The CSI Study measures customer satisfaction with service for maintenance or repair work among owners and lessees of 1- to 3-year-old vehicles. The data collection period ran from July through December 2020 and included more than 62,500 respondents industry-wide.

Compared to 2020, Porsche improved a total of 17 points to land at 899 points out of a possible 1,000. Customers ranked Porsche dealerships in the first or second spot across all five categories that comprise the CSI: Service Facility, Service Advisor, Service Initiation, Service Quality, and Vehicle Pick-Up.

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