

Aftersales survey process overview

Online, mainly single choice questions. Sent automatically to the Customer.

	2026
# QUESTIONS	8 mandatory questions + 1 optional verbatim
RECOMM- NPS & OSAT	Recomm - NPS & Satisfaction (NPS methodology) Evaluation Scale 1-10 w/o color coding Hot alert : yes, when OSAT < 9
SURVEY HIGHLIGHTS	1st reminder (+ 5 days from first invite) + 2nd reminder (+10 days from 1 st reminder) Survey fielding open for 30 days from the first invite Legitimate Interest (Globally except for extra Europe markets, Germany, Austria and Poland)
FIELD WORK	Survey channels: email/sms +3-8 days after service entry closure



NPS Aftersales questionnaire 2026

N°	M/C*	Questions	Answers	Filter/Condition	KPI Calculation	Short Labels	QID
1	M	How satisfied were you with your overall service department experience?	1-10 scores from "Completely dissatisfied" to "Completely satisfied"	HOT ALERT TRIGGER - 8 or below	Net Promoter Score	Overall satisfaction	OSAT
2	M	How likely are you to recommend this service department?	1-10 scores from "Not at all likely" to "Extremely likely"		Net Promoter Score	Recommendation - workshop	RECO
3	M	How satisfied were you with the ease of getting a service appointment at a time that suited your needs?	1-10 scores from "Completely dissatisfied" to "Completely satisfied"		Net Promoter Score	Appointment	MEET
4	M	How satisfied were you with the willingness of the Service Advisor to understand your service needs?	1-10 scores from "Completely dissatisfied" to "Completely satisfied"		Net Promoter Score	Competence	NEED
5	M	How satisfied were you with the Service Advisor's explanation of the work that was to be completed on your Maserati?	1-10 scores from "Completely dissatisfied" to "Completely satisfied"		Net Promoter Score	Work to be done explanation	NEXT
6	M	How satisfied were you with the transport assistance offered (courtesy car or other)?	1-10 scores from "Completely dissatisfied" to "Completely satisfied"		% NPS (not including Not offered) AND % Not offered	Transport assistance offer	MOBI
			Not offered				
7	C	Which transport assistance solution was provided?	Rental car Maserati courtesy car by the dealer OTHER BRAND'S COURTESY CAR OTHER	IF Transport assistance offer = 1-10 score	% of each answer option	Transport assistance solution	MSAT
8	M	Was all of the requested work completed correctly on this visit?	Yes No		% Yes	FFV	FFXV
9	M	How satisfied were you with the personalized follow-up contact you received from the service department after your service visit?	1-10 scores from "Completely dissatisfied" to "Completely satisfied"		% NPS (not including I did not receive a contact) AND % I did not receive a contact	Follow-up satisfaction	CARE
			I did not receive a contact				
10	C	Please share any additional feedback or advice that could help this service department offer a better experience in the future.	Verbatim (optional)			Final verbatim	FVER
11	C	Maserati will share your answers in your name to your service department.	Yes, I agree No, I want to remain anonymous	if NO, no HA, regardless of	% Yes, I agree	Anonymity	2 ANOM



Customer Satisfaction KPIs

// NPS //

What is NPS?

Net Promoter Score (NPS) expresses the customer's intention to recommend the Dealership.

#	AFTERSALES CX SURVEY TEXT
Q2	How likely are you to recommend this service department?



“Not at all likely”



“Extremely likely”



1 2 3 4 5 6 7 8 9 10

DETRACTORS
(rating 1-6)

= unhappy
customers

NEUTRALS
(rating 7-8)

= satisfied but
unenthusiastic
customers

PROMOTERS
(rating 9-10)

= enthusiasts

Formula:
% Promoters - % Detractors = NPS

Customer Satisfaction KPIs

// Transport assistance offer //



Survey Question #6 #7

It is the **proposal** of an alternative transport solution to the customer for the time of service works performed.
This may not be only a courtesy car, but also a taxi voucher, transport to/from a destination by a company car with a driver, paid rental, etc.
An example of a non-transport mobility offer is an isolated office at the dealer's premises reserved for the customer, including internet access for the duration of the service works

In order to manage loaner fleet and supplier services, it is highly recommended to ask about the customer's mobility needs during the initial booking call.
***Attention:** even if you think that the customer does not require the mobility offer, the **proposal is a must**

Transport assistance Offer Rate is calculated as a proportion of "Yes" options (1-10 scores from "Completely dissatisfied" to "Completely satisfied") to the total number of completed surveys.
That's why the **proposal is mandatory for all (100%) customers.**

During the exit interview with the customer, focus on the fact that **"the alternative transport solution was offered."**

Customer Satisfaction KPIs

// Follow-up //

Survey Question #9



Follow-up contact

A phone call to the customer must be made after the delivery of the new vehicle or after service work is completed (in exceptional cases, it may be replaced by an email or message)



Timing

The contact must be made:

-On the **3rd or 4th business day (Sales)**

-On the **2nd or 3rd business day (Aftersales)**

after the vehicle delivery, **before the survey link is sent to the customer.**

(Timings may vary depending on the market)



Purpose of the call

The purpose of the call is:

1.To ensure the customer is enjoying the car.

2.To verify whether the customer has any additional questions about options and functions. If YES: explain or propose a second delivery process over the phone.

3.To remind the customer about the quality survey they will receive and about the recommendation scores(only 9 and 10 are considered positive rating)



Attention

If the customer expresses dissatisfaction during the call, this should be used as an opportunity to identify the root causes and recover customer satisfaction before the survey is sent.

Customer Satisfaction KPIs

// Fixed right first time //



Survey Question #8

It reports whether all works requested by the customer were completed during the single visit to the workshop.

In order to better manage the customer visit, always secure the availability of the working place, reserve time, tools, staff, spare parts, and others.

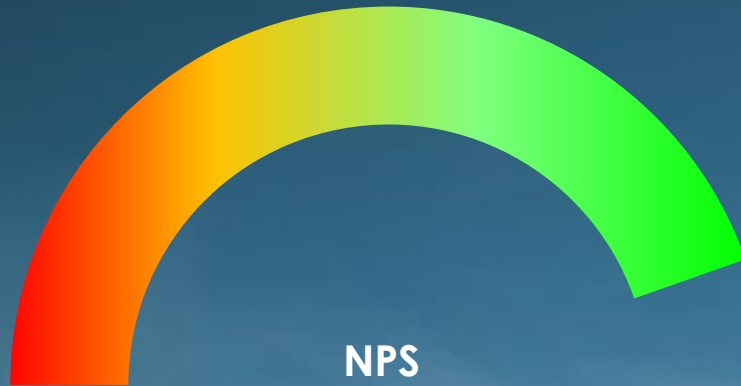
After the reception of the car (and during works performed) customers must be immediately informed of the additional issues identified, criticalities and possibility to fix it during the current visit together with the cost.
Also, a validation of the customer must be received (depending on the dealer's limits set on the cost).

Attention: If the process requires a 2nd visit of the customer (and job order must be closed, e.g., the car needs to drive a certain distance to make sure if the issue is resolved) focus customer's attention on it and explain during the Exit Interview that he/she is coming back to the service not because of the incompetency of the dealer but because of the repair regulations.

If any additional issues were identified during the performed service (and cannot be fixed during the same visit), the customer must be clearly informed of it with the reason (lack of spare parts, overbooking, etc.).
A new (closest) visit date must be offered to the customer, specifying that all initially requested works were completed as per request.

From NPS to SXI

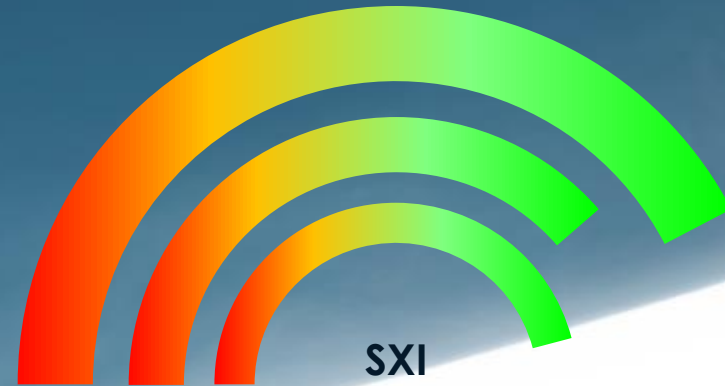
PREVIOUS YEAR



NPS

Net Promoter Score

2026



SXI

Stellar Experience Index



**FROM SINGLE KPI TO A COMPOSITE INDEX FOCUSED ON DRIVING
CUSTOMER SATISFACTION**

From NPS to SXI

The new strategy involves moving from a single KPI, the NPS, to a composite index focused on driving customer satisfaction.

SALES INDEX

Sales NPS 50%

Delivery satisfaction: 25%

Follow-up satisfaction: 25%

+

AFTERSALES INDEX

Aftersales NPS: 50%

Fix Right First Time: 25%

Transport Assistance
satisfaction: 25%



Where the new index score can be found?

You will visualize the new index on the FOCUS platform.

To access the FOCUS Platform, you have to:

1. Go to ModisCS+ portal
2. Use your active Maserati user credentials
3. Click on the Focus menu to be automatically redirected to FOCUS Platform



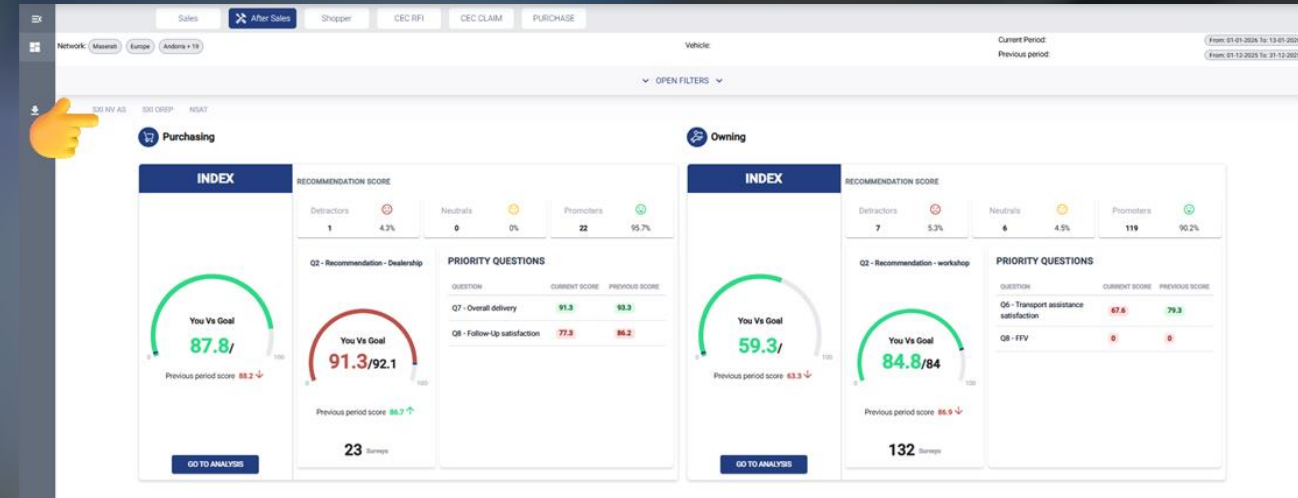
Focus Landing page

The user will land on the standard FOCUS landing page.

After clicking on the **SXI NV AS tab**, the user will access the dashboard. This dashboard provides an overview, organized into two main sections (pillars):

Purchasing (NV) – covering KPIs related to sales experiences at the dealership.

Owning (AS) – covering KPIs related to aftersales experiences at the dealership.



The Recovery process

THE RECOVERY PROCESS | | THE HOT ALERT AND RECOVERY PROCESS



Mail sent to customer to fill up the online survey



Satisfaction Question (**Q1**) < 9 + **Agreement to share personal information:**

- dealer receives hot alert
- customer info and survey results



- Create recovery Plan on FOCUS
- Initiate actions for recovery

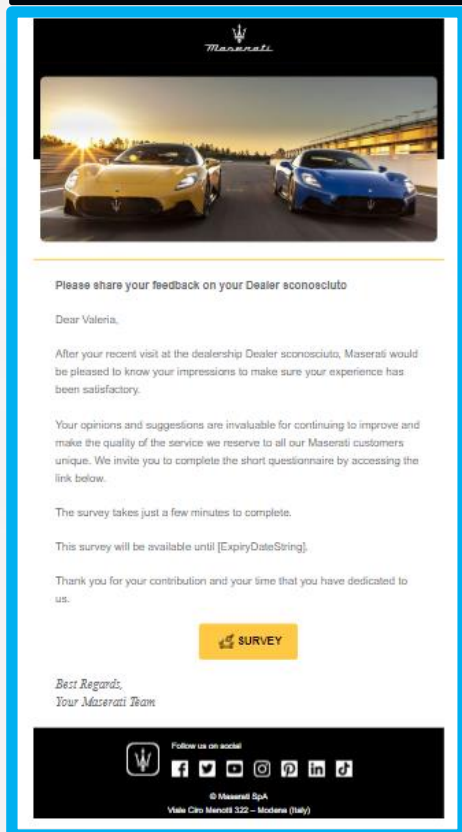


- On completion of recovery, status of recovery plan is closed
- Customer loyalty is maintained

After-sales invitation & reminder e-mail

E-Mail Sender	Maserati Customer Experience <Experience@official.maserati.com>
E-Mail Subject	Maserati cares about you

E-MAIL TEMPLATE



E-MAIL TEXT

Please share your feedback about your experience at GRAYPAUL
EDINBURGH-963802

Dear Valeria Renzulli,

After your recent visit at GRAYPAUL EDINBURGH-963802 Maserati would be pleased to know your impressions to make sure your experience has been satisfactory.

Your opinions and suggestions are invaluable for continuing to improve and make the quality of the service we reserve to all our Maserati customers unique. Maserati invites you to complete the short questionnaire by accessing the link below.

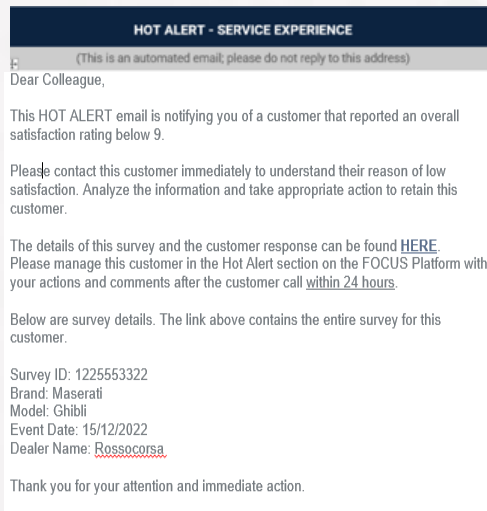
This survey takes just a few minutes to complete and will be available until 02/04/2026.

Thank you.

TAKE THE SURVEY

Best Regards
Your Maserati Team

Hot alert Aftersales notification e-mail



Dear Colleague,

This **HOT ALERT** email is notifying you of a customer that reported an overall satisfaction rating below 9.

Please contact this customer immediately to understand their reason of low satisfaction. Analyze the information and take appropriate action to retain this customer.

The details of this survey and the customer response can be found [HERE](#). Please manage this customer in the Hot Alert section on the FOCUS Platform with your actions and comments after the customer call within 24 hours.

Below are survey details. The link above contains the entire survey for this customer.

Survey ID: 1225553322
Brand: Maserati
Model: Ghibli
Event Date: 15/12/2022
Dealer Name: Rossocorsa

Thank you for your attention and immediate action.

Create recovery plan on Focus



English

SalesAfter SalesShopperCEC RFICEC CLAIMPURCHASE

Network: MaseratiEuropeAndorra + 36Vehicle:Current Period:From: 01-05-2026 To: 11-05-2026Previous period:From: 01-04-2026 To: 30-04-2026

OPEN FILTERS

HOT ALERTS TO BE STARTED

RECOVERY PLAN LIST

Search by

DOWNLOAD EXCEL

Survey ID	Brand	Market	Main Retailer Code / Company ID	Dealer Name	title	vin	Customer Name	Completed Date	start date	end date	Hot Alert Closing Time	status
> 59278936	Maserati	GB	60648	JCT600 Maserati Bradford-60648	mr strutt	ZN6XU61C00X364963	Chris	01/05/2026	04/05/2026	05/05/2026	9	Open
> 67883376	Maserati	BE	70550	Maserati East Flanders-70550	MR.	ZAMBMBVBB0RX433556	BAUDEWIJN	07/05/2026	08/05/2026	09/05/2026	3	Open
> 814184021	Maserati	LU	70542	AUTOPOLIS-70542	Customer	ZN6PMDBA2S7459779	GUY PAUL	03/05/2026	04/05/2026	05/05/2026	20557105	Closed

PREVIOUS

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