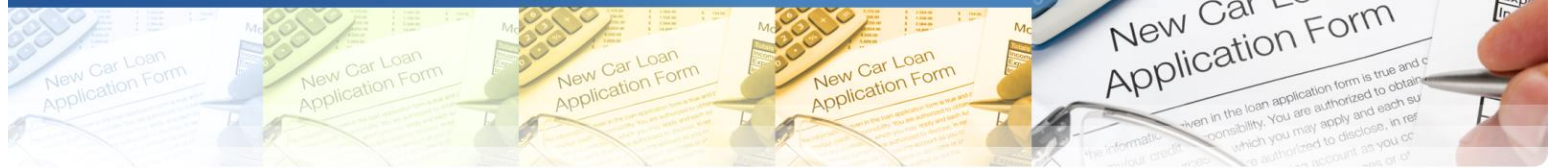


Automotive Financing Research



“ Our **EXPERIENCE** can help you better understand customer and dealer needs. ”

Our knowledge, experience and capabilities in Automotive and Financing research are exceptional

In today's competitive automotive lending environment, it is critical for finance providers to monitor the satisfaction of their customers – particularly at each critical “moment of truth” in the relationship. Examples include the loan or lease application and onboarding processes, loan/lease servicing, and end of loan/lease processes.

Knowing how your customers view you can lead to product and process improvements. This knowledge in turn will give your firm a competitive advantage in these challenging times.



Proven Experience

Morpace has an excellent track record of experience in providing automotive financing research solutions for financial institutions, including captive and non-captive lenders, for more than 20 years.

We have conducted large-scale automotive financing satisfaction tracking studies, branding evaluations and other similar studies for many years. These studies have included hundreds of thousands of mail, telephone and online surveys each year.

Our team of research professionals includes industry experts who work solely in the automotive and financial services industries. They not only accurately measure your performance, but also provide you with specific, research-based guidance on ways to increase satisfaction and loyalty.

With our experience we have a better understanding of customer and dealer needs through our industry insight, proven data collection and processing techniques as well as strong analytical capabilities.

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Comprehensive Reporting

We employ a wide range of unique reporting tools ranging from report cards housed in custom designed web portals, to interactive web-based dashboards and fully interactive web-based tabulation and graphing software.

These solutions ensure maximum flexibility in disseminating research results among those who can act upon the information.

Custom Solutions

Morpace provides a variety of solutions to help improve your customer satisfaction and loyalty results using these strategies:

- Large-scale tracking studies
- Sign-up process
- Service satisfaction
- End of loan/lease
- Strengths and weaknesses assessment
- Dealer satisfaction/ needs assessment
- Competitive analysis
- Co-branding evaluations
- Direct mail messaging evaluations
- Advertising and awareness studies (tracking exposure)
- Product feature optimization



*For more information,
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