

Customer satisfaction Measurement 2025



CUSTOMER
EXPERIENCE

Our Customer Satisfaction Scores for Sales in 2025

			 Commercial Vehicles	 SKODA	 SEAT	 CUPRA
Score CEM (1 to 5)	4,62	4,64	4,53	4,62	4,58	4,54
Score NPS	69,2	68,7	60,5	67,6	66	61,9
Base	9.405	10.587	2.343	5.338	575	575

Our Customer Satisfaction Scores for Aftersales in 2025

			 Commercial Vehicles	 SKODA	 SEAT	 CUPRA
Score CEM (1 to 5)	4,41	4,38	4,26	4,28	4,31	4,14
Score NPS	53,64	50,17	41,18	44,63	43,56	35,18
Base	31.604	39.142	5.916	14.299	3.619	1.062