

# Meting van de klanttevredenheid 2025



CUSTOMER  
EXPERIENCE



Onze klanttevredenheidsscores voor verkoop in 2025

|                                |  |  | <br>Commercial<br>Vehicles | <br>SKODA | <br>SEAT | <br>CUPRA |
|--------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|
| CEM-score (schaal van 1 tot 5) | 4,62                                                                              | 4,64                                                                              | 4,53                                                                                                          | 4,62                                                                                         | 4,58                                                                                        | 4,54                                                                                         |
| NPS-score                      | 69,2                                                                              | 68,7                                                                              | 60,5                                                                                                          | 67,6                                                                                         | 66                                                                                          | 61,9                                                                                         |
| Volume                         | 9.405                                                                             | 10.587                                                                            | 2.343                                                                                                         | 5.338                                                                                        | 575                                                                                         | 575                                                                                          |

Onze klanttevredenheidsscores voor na-verkoop in 2025

|                                |  |  | <br>Commercial<br>Vehicles | <br>SKODA | <br>SEAT | <br>CUPRA |
|--------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|
| CEM-score (schaal van 1 tot 5) | 4,41                                                                              | 4,38                                                                              | 4,26                                                                                                          | 4,28                                                                                         | 4,31                                                                                        | 4,14                                                                                         |
| NPS-score                      | 53,64                                                                             | 50,17                                                                             | 41,18                                                                                                         | 44,63                                                                                        | 43,56                                                                                       | 35,18                                                                                        |
| Volume                         | 31.604                                                                            | 39.142                                                                            | 5.916                                                                                                         | 14.299                                                                                       | 3.619                                                                                       | 1.062                                                                                        |