

Good Garage Scheme reveals high level of trust from motorists in good independent garages

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Motorists are being driven by quality and value-for-money vehicle servicing rather than the cheapest price, according to a new survey.

A poll of 1000 motorists answering questions on the UK-wide Good Garage Scheme website www.goodgaragescheme.com – has revealed that the majority of motorists using its member garages for vehicle servicing are not motivated by price alone.

Figures in the Good Garage Scheme Service Pricing Statistics Survey showed that 37.9 per cent of customers pay between £125–£150 for a vehicle service. Motorists paying the highest prices – £200 and more – totalled 25.1 per cent, while 20 per cent pay from £80–£125.

Angelo Chillari, Scheme Administrator, said: The feedback has shown that even in a recession people have not necessarily been looking to pay the cheapest price for vehicle servicing. They do, however, want a good quality service without paying over the odds, which is what Good Garage Scheme members can offer.

One of the main attractions of motorists going to a good independent garage is they have lower overheads and can match dealerships in terms of the quality of their parts, factory-trained staff and working to manufacturers' schedules. Independents are increasingly investing in diagnostic equipment, improved reception areas, training and facilities and can offer customers the level of service they are looking for.

The survey indicated that many drivers of quality cars had paid more than £200 for their vehicle service at franchised dealerships and were now looking to use Good Garage Scheme members. Recently, BMW drivers topped the list of motorists using the Good Garage Scheme website to find specialist garages to carry out work on their vehicles.

Website links have also been added to the bottom of the home page, identifying specific marques for motorists to click on and find their nearest specialist. Marques added include BMW, Land Rover, Jaguar, Audi, Mercedes Benz, Volkswagen and Ford.

The Good Garage Scheme was launched more than three years ago by leading trade only treatments company Forté. It operates as a self-regulatory body for independent workshops and MOT centres throughout the UK to ensure the best industry standards are maintained.

The 2,800 plus member organisation operates the customer feedback system to highlight areas of best practice and areas for improvement identified by motorists using member garages for work.

A five-star rating system based on the feedback forms is produced for each member garage on the Good Garage Scheme website www.goodgaragescheme.com, to help potential future customers find the best workshop in their area.

Nationally, the Good Garage Scheme receives around 12,000 customer feedback forms every month while member garages that fail to submit any feedbacks are investigated and potentially removed from the scheme.

Ends

Editor s note:–

The Good Garage Scheme was set up to serve independent workshops and MOT centres throughout the UK to ensure the best industry standards are maintained by its members. It has over 2,800 members who adhere to a strict Code of Conduct and offer an Industry Standard Service.

Good Garage Scheme members:

- " Adhere to a strict Code of Conduct and pledge to have their customers best interests at heart
- " Must agree what work needs doing with their customers before it is carried out
- " Work to an Industry Standard Service checklist
- " Must supply each customer with a feedback card allowing them to give their views on service directly to the Good Garage Scheme, which operates a stringent complaints procedure
- " Are subject to regular mystery shopper–style audits and face expulsion if they break the Code of Conduct

For further information, please contact:

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