

Building Trust and Transparency in Automotive Care Through Standards



With the increasing complexity of vehicle systems and components, it is important for motorists to have a service provider they trust to perform the repairs and maintenance that keep their vehicles safely on the road.

That is why the Motorist Assurance Program (MAP) is dedicated to improving the customer experience by using a standardized program that creates consistency and transparency, resulting in greater trust between the customer and the service provider.

Closing the gap

If given a choice, many motorists would rather go to the dentist than go to a repair shop to get their vehicle serviced. Why is that? Most of the challenges of trust between consumers and service providers can be attributed to the knowledge gap many motorists have regarding the complex automotive systems that exist on today's vehicles. This leads to the questions many of us have like "Do I really need that done?" when we are told that our vehicle requires multiple maintenance services or repairs.

Fortunately, there is a program that ensures the answers to the questions you have on vehicle repair and maintenance are articulated to you in a consistent and transparent way through the MAP's Uniform Inspection and Communication Standards, which have been developed by experts over the past 28 years.

The MAP was created by the Automotive Maintenance and Repair Association (A nonprofit, industry-based organization) in order to bridge the trust gap between motorists and service providers through a consistent, transparent customer experience.

A uniform standard

Shops that participate in the program are required to use the MAP inspection standards when recommending parts and services for vehicles. These standards are a great benefit to consumers because any and all recommendations the service provider makes must fall within the inspection standard that is based on the actual condition of the part or system, thus eliminating any over-recommending of parts and services.

These standards ensure that whether your vehicle is in New York or Alaska, it will be inspected consistently and you will be told that the component or system is either OK, or that a repair is required or suggested based on its actual condition.

If consumers are looking for a shop that follows the MAP guidelines, they can utilize the “Find My Shop” feature on www.motorist.org. They can also find great articles and videos that can help educate them about vehicle ownership and repairs.

Programs like MAP will continue to be important as the complexity of vehicles continues to increase and, therefore, the complexity of repairs. Luckily, with technology at their fingertips, motorists can become educated quickly to make more informed decisions.



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