

# 2023 CONSUMER SATISFACTION SURVEY RESULTS



CALIFORNIA DEPARTMENT OF  
**CONSUMER**  
A F F A I R S

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**CALIFORNIA DEPARTMENT OF CONSUMER AFFAIRS**  
**ARBITRATION CERTIFICATION PROGRAM**

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## INTRODUCTION

Pursuant to Business and Professions Code section 472.4(b) and the California Code of Regulations, title 16, section 3399.5(a)(5) mandates the Arbitration Certification Program (ACP) to conduct an annual survey. The purpose of the survey is to measure the satisfaction of consumers who utilized state-certified arbitration programs to resolve their vehicle warranty disputes. The survey responses do not include consumers who may have resolved their warranty disputes through early contact with dealers, manufacturers' customer service representatives, or other mediation efforts.

## METHODOLOGY

The ACP employed a single approach to efficiently conduct online surveys among consumers. These surveys were carried out in both English and Spanish. Contact details and names of individuals who lodged and concluded their disputes in 2023 were provided by each of the manufacturer's state-certified arbitration program administrators, namely BBB AUTO LINE, California Dispute Settlement Program (CDSP), and Consumer Arbitration Program for Motor Vehicles (CAP-Motors).

Consumers were sent an email containing a letter with guidelines and a hyperlink for submitting the survey via an online questionnaire. This survey, known as the Consumer Satisfaction Survey (CSS), is comprised of 13 questions. It was designed to gather the customers' perspectives on their recent interactions with the program, as well as their evaluations of the arbitration program staff, the representative from the vehicle manufacturer, the arbitrator, and the overall arbitration procedure.

## CUMULATIVE 2023 SURVEY OVERVIEW

The ACP contacted 1,368 consumers who participated in the arbitration process between January and December of 2023. Of the 1,368 consumers contacted, 1,002 utilized the BBB AUTO LINE, 359 utilized the CDSP, and seven utilized CAP-Motors.

The ACP received CSS responses from 127 of the 1,368 consumers contacted for a response rate of 9.3%, showing an increase from the 2022 response rate of 6.7%. The 2023 total responses include: 84 responses from consumers who utilized BBB AUTO LINE, 43 responses from consumers who utilized CDSP, and no responses were received from consumers who utilized CAP-Motors.

The following is a summary of the key findings of the 2023 CSS survey:

- A total of 41% of respondents to the survey rated their satisfaction with the certified 3rd party arbitration program as either "excellent", "good", or "satisfactory".
- A total of 59% of respondents to the survey rated their satisfaction with the certified 3rd party arbitration program as either "very poor", or "poor".
- A total of 53% of respondents to the survey rated their satisfaction with the arbitrator's fairness and the maintaining of neutrality as either "excellent", "good", or "satisfactory".
- A total of 49% of the respondents to the survey rated their satisfaction with the arbitrator's understanding of key issues and concerns as either "excellent", "good", or "satisfactory".