



2023
INDUSTRY SURVEY
REPORT



Background & Purpose

The Vehicle Sales Authority (VSA) endeavours to maintain trust within the motor vehicle industry in British Columbia by providing excellent service to licensees and ensuring they comply with the minimum standards of conduct and care. To ensure that its services meet licensees' needs, the VSA conducts an annual industry survey. This survey helps the VSA improve its services by providing insights into licensees' needs and assisting executives in making informed decisions.

Purpose

The aim of the Industry Survey Report is:

- To draw findings from the industry survey data;
- To recommend business changes based on findings.

Methodology

- From **November 22 to December 4, 2023**, the VSA surveyed licensees.
- A questionnaire of 19 questions was emailed to these 10,756 licensees to gather their feedback.
- The survey received a **7% response rate** (709 out of 10,756)
- The report focuses on **300 licensees** (42% of the total 709 respondents) who indicated they interacted with the VSA in the last 12 months.



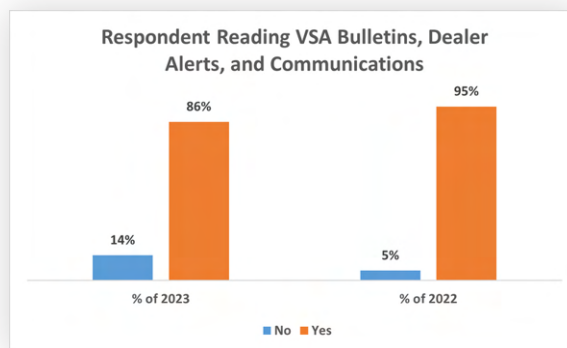
Key Findings

1. Would you call or email the VSA for information on best industry practices?



More licensees are willing to contact the VSA for information on best industry practices, while 86% of respondents are willing to contact the VSA for industry information and guidance. This shows that licensees value the VSA's leadership and authority role in the regulatory and compliance standards space.

2. Do you read VSA Bulletins, Dealer Alerts, and Communications?



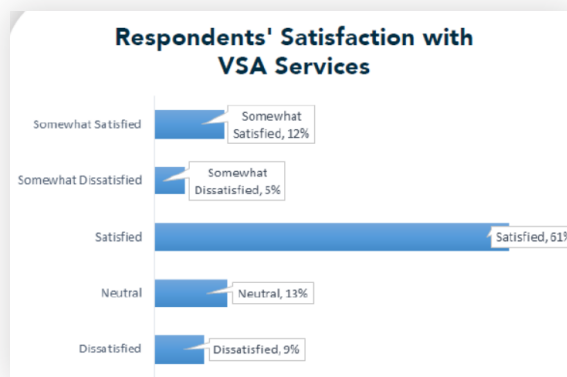
There is a decrease in licensees reading and engaging with VSA Bulletins. Licensees have shown lower engagement in VSA's industry communications this year, possibly due to slower communication of Bulletins or undesirable content. Licensees want more news on industry trends, fraud alerts, dealer ratings, and consumer trust perception.

3. Are you aware of the VSA's new online dispute resolution tools, "My Self-Help" and "Connector"?

Options	Responses	Percentage
No	112	37%
Greater Vancouver Regional District/ Lower Mainland/ Fraser Valley	75	67%
Northern BC	5	4%
Southern/ Interior BC	14	13%
Vancouver Island/ North Coast	18	16%
Yes	188	63%
Greater Vancouver Regional District/ Lower Mainland/ Fraser Valley	112	60%
Northern BC	15	8%
Southern/ Interior BC	28	15%
Vancouver Island/ North Coast	33	18%
Grand Total	300	100%

Most licensees are aware of VSA's new online dispute resolution tools, but greater awareness is needed. Around 63% of respondents are aware of these services, while 37% are not.

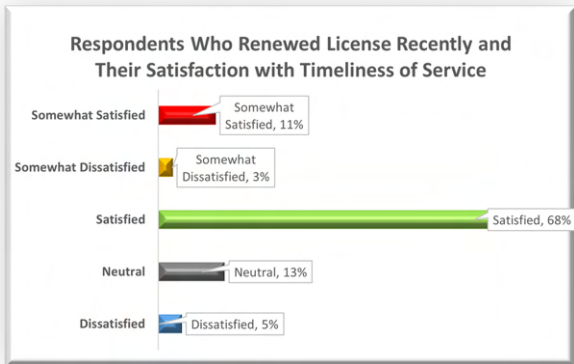
4. How would you rate your experience with the VSA?



Most respondents were satisfied with the level of services received from the VSA, with 61% claiming they were satisfied with the result. Less than 15% of respondents were dissatisfied with the services they received from the VSA, while 13% were neutral. In 2022, 50% expressed satisfaction with services while 23% expressed dissatisfaction, and 27% remaining neutral.

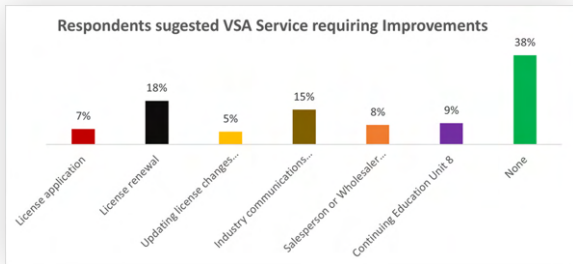


5. Overall, how satisfied are you with the timeliness of services received?



Licensees are generally satisfied with the timeliness of VSA’s services. 80% of respondents were happy with the VSA's service when renewing their license or registration this year. Only 8% expressed dissatisfaction with the speed of the service, while 13% remained neutral. In 2022, 50% expressed satisfaction with services while 23% expressed dissatisfaction, and 27% remained neutral.

6. If you could improve the VSA, in which area would it pertain?



Licensees are generally satisfied with VSA services but suggest reducing fees for license renewal and courses and improving communication around industry updates and consumer perceptions. 27% of the suggestions in 2022 related to cost, with some respondents using derogatory terms. The survey was conducted after the VSA announced a potential fee increase and asked for industry feedback.





Next Steps

The VSA is considering the following next steps:

The Bulletins and Alerts page on the VSA website will be improved.

To make it more engaging, VSA will incorporate industry-specific news, a blog-like vibe, monthly industry trends posts where possible*, and reader interaction. These changes could improve VSA's online presence and engagement with its licensees. VSA has already restarted quarterly compliance reports and plans to create more engaging monthly Bulletins.

Develop a tailored industry awareness and communication strategy.

The VSA Communications Specialist and Operational Departments will collaborate to develop a tailored industry awareness and communications strategy to enhance engagement with the industry.

Develop other industry communication channels.

The VSA submits articles to the New Car Dealers Association Publication Signals. VSA could work with the Automotive Retailers Association on getting space in their publication and the RV Dealers Association of B.C. VSA will engage with the industry at the 2024 Vancouver Auto Show. VSA staff attended this year's Motorcycle show and will attend the Early Bird RV show in late February.

Re-instigating the leadership team liaison visit program.

Pre-pandemic, all VSA leaders were expected to spend five days visiting dealers throughout the province. VSA is re-instigating this process, starting with the President and Policy & Business Analyst for 2024-25.

** The VSA usually obtains industry trends from third-party proprietary sources (e.g., Desrosiers), which may not be republished.*



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