

# IPSOS OVER-THE-AIR UPDATE QUALITY AUDIT



## RESEARCH OVERVIEW

Over-The-Air (OTA) updates are an increasingly important way for OEMs to improve the consumer experience with a targeted software feed to the HMI and other electrical systems of the vehicle. To ensure these updates are perceived by owners as timely, effective, and adding value, Ipsos offers the **OTA UPDATE QUALITY AUDIT**:

- Gain fast feedback following the release of an OTA campaign, allowing for process and communication fine-tuning to optimize your strategy and future updates
- Explore the OTA update process from initial communication through owner execution, install and post update experience

## KEY ELEMENTS & QUESTIONS



Are consumers **aware** of available OTA updates? Are they **delaying or avoiding** downloads?



Once downloaded, many customers do not proceed to **install the updates**. Do you know their reasons?



**Communication** channels, OTA awareness and information



Are your customers **satisfied** with the end-to-end process? Did they encounter any issues?



**Future** updates, preference, intentions



Did they **perceive any benefits** from the update?



Key driver analysis and impact of the **OTA overall experience** to brand impression and repurchase intent



## COUNTRIES

The **OTA Update Quality Audit** can be executed in all major vehicle markets

## DELIVERABLES



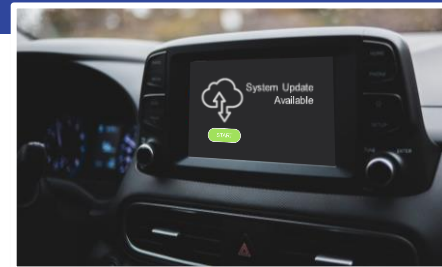
Executive presentation



PowerPoint report



Excel data file



## SAMPLE

When an OTA campaign is executed, you simply provide us with:

- the owner list with email address
- the update details

From this, Ipsos will send your customers a personalized invitation to provide feedback on the update experience

The program can be set up to assess a specific update or track a range of updates and experiences over time for continued measurement, improvement and learning

For more information please contact:

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## EXAMPLE OF AUDIT CONTENT AND REPORTING



Was the update received?



How was the update communicated?



Was the update downloaded?



Was the update installed?  
How were you notified of a successful install?



If not downloaded or installed, why?



Did they have Issues with downloading and installing?



Who downloaded and installed the update?



If dealer installed, why did the dealer do the install process?



What is more convenient, OTA or having the dealer manage it?



How do they rate the download process, install process?

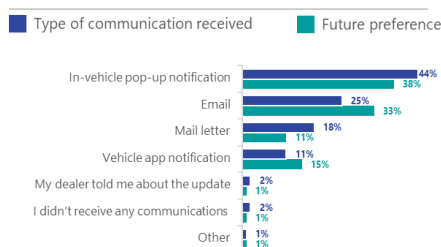


Did the update improve the owner's experience, perceived benefits?

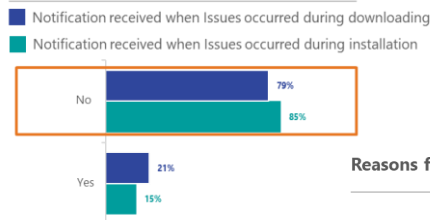


What are their preferences for future updates?

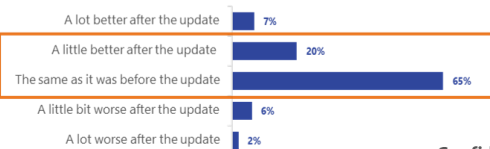
### Type of communication received VS. Future preference



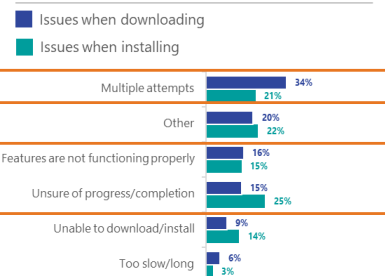
### Notification received when issues occurred



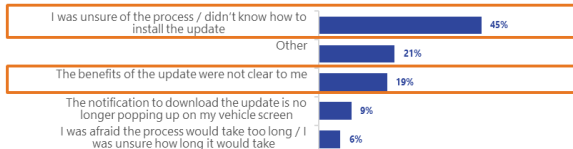
### Perceived benefits after installation



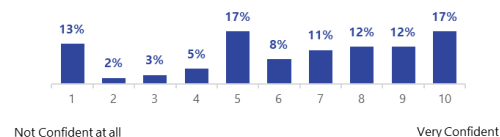
### Among those with an issues when downloading and installing the updates



### Reasons for not downloading or not installing the updates



### Confidence level for a successful updates and improved vehicle performance



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