Car Companion Apps

Synthesising driver feedback

July 23

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Customer feedback and what to do about it

Using direct app store data, this is an objective, user-centred review of the top-rated automotive companion apps in the UK.

But let's be real, we call them 'car apps'. And they're an unevenly loved part of the driving experience. We think they're a missed opportunity for the connection to drivers that OEMs have been searching for.

As our cars increasingly become connected SDVs, rather than machines for A2B, we think there is plenty of scope to bring the driver perspective more firmly into the conversation, and to design for the full user experience from park to charge, aircon to AV and beyond.

Underpinning all that is an increasingly sophisticated, data-fuelled ecosystem of products and services – and our goal is to design companion apps that integrate smoothly, providing benefits to drivers, OEMs and aftersales alike.

This report is an unvarnished and unbiased synthesis of app store customer reviews for 18 leading apps.

Going beyond

The direct user feedback in this report gives a valuable snapshot into how individuals interact with companion apps.

However, although many review give suggestions for the future, what we're usually seeing is a current or historical view.

The future opportunities for these apps are varied and significant. At Futurice, we uncover what's possible and deliver what's valuable. Our full-spectrum digital capability can help you navigate a complex, opportunity-rich future to deliver for users and business goals alike.

To go beyond, we suggest a UX and product design focused set of activities, ranging in size from super-short to comprehensive. You'll see activities and output on the next page.

- **Best practices assessment**
- **UX assessment**
- **Product strategy assessment**
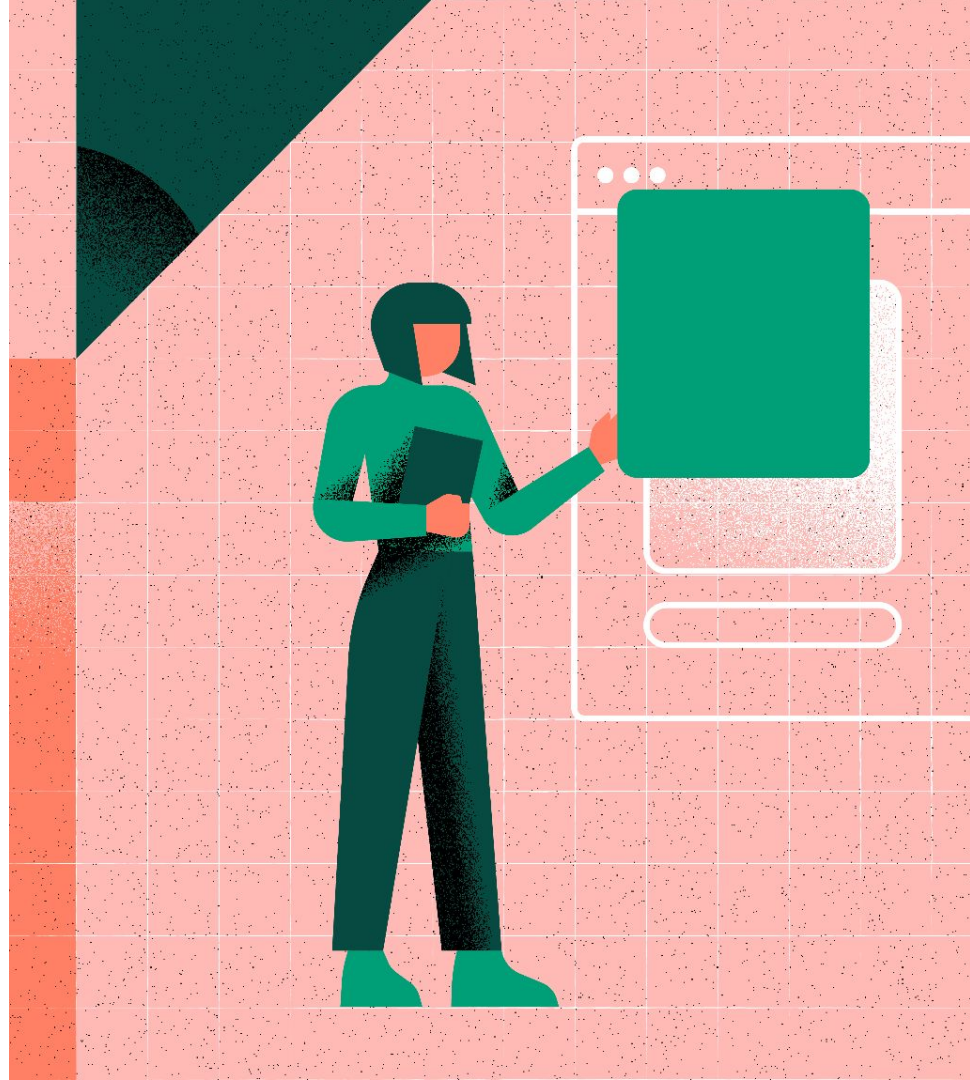
Driving change

Best practices assessment

1-2 days

➔ Heuristics, UX best practices, and accessibility review

UX assessment

1-2 weeks

➔ Heuristics, UX best practices, and accessibility review

➔ User segmentation review, user interviews

➔ Analytics review

➔ Review of business objectives, KPIs, vision, supported by stakeholder interviews

Product strategy assessment

4-6 weeks

➔ Heuristics, UX best practices, and accessibility review

➔ User segmentation review, user interviews

➔ Analytics review

➔ Review of business objectives, KPIs, vision, supported by stakeholder interviews

➔ Product Strategy and market fit assessment

➔ Market and competitor analysis

➔ Review of engagement, conversion and retention rates

To discuss working together, contact us at **co-create@futurice.com**

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App Review Insights

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7	NissanConnect	3.85 ⭐
8	FordPass	3.65 ⭐
9	Tesla	3.60 ⭐
10	Hyundai Bluelink	3.50 ⭐

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17	My Porsche	2.35 ⭐
18	Polestar	2.05 ⭐

⭐ These are ordered by the combined average ranking for Android and iOS

All data and information was recorded in June 23.

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01

MINI

4.8 out of 5, 11.9K Ratings

4.4 out of 5, 7.28K Ratings

Customer feedback

- Some users find it useful for monitoring their vehicle, checking battery levels, and setting climate control.

- Others suggest improvements such as adding navigation waypoints, making the app compatible with older vehicle models, and providing more detailed information about the car.

- However, some users report issues such as the app draining phone battery or not working properly.

- Despite these mixed reviews, many customers are happy with their MINI cars and praise helpful staff at dealerships.

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02

My BMW

iOS
4.8 out of 5, 61.3K Ratings

Android
4.6 out of 5, 83.6K Ratings

Customer feedback

- Many users find the app useful for remotely controlling and monitoring their vehicles, with features like remote locking, checking fuel levels, and pre-conditioning.

- However, several issues were reported, including difficulties with the vehicle finder, logging in and staying logged in, and inconsistent functionality.

- Users mention that the app drains their device's battery quickly.

- The app has been criticised for its user interface, which some users find cluttered and unintuitive. Users also expressed disappointment with the customer support, as well as compatibility limitations with certain devices and regions.

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03
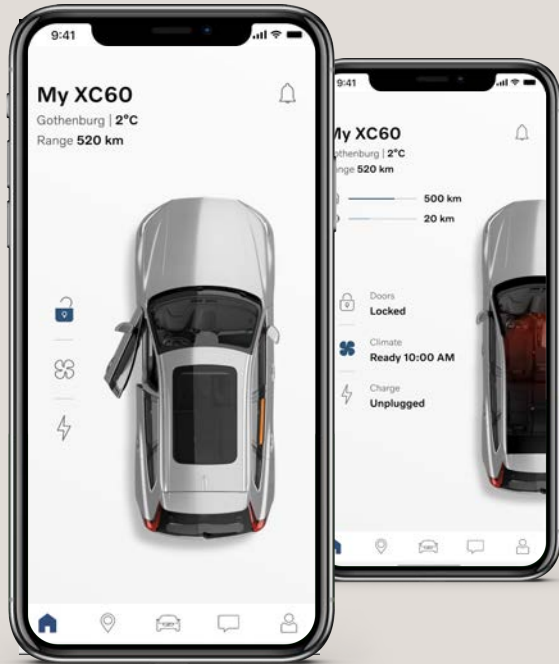
Volvo Cars

iOS
4.4 out of 5, 8K Ratings

Android
3.8 out of 5, 33.3K Ratings

Customer feedback

- Some reviewers had difficulty accessing app notifications via iPhone settings, and others found the app to have limited functionality.

- One reviewer was disappointed with the lack of Apple Watch integration, while another found that the app lost track of their car's location.

- Some reviewers missed features that were available in previous versions of the app, such as sending destinations to the car's sat nav or setting the car's temperature ahead of time.

- These reviews show that the app has some issues connecting to the car, lacks certain features such as location tracking and driving journal, and has inaccurate or missing information.

- Some reviewers also mention problems with the sign-up process and limited functionality. Overall, customers suggest that more features should be added to the app to make it more comprehensive.

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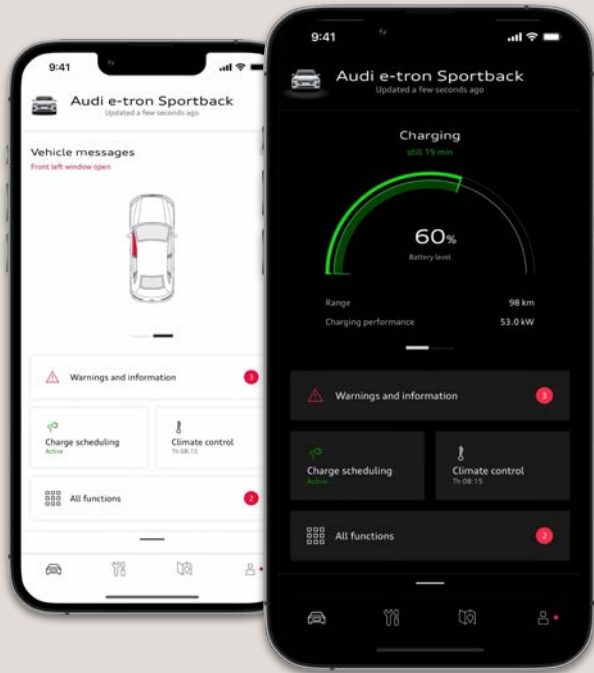
MyAudi

4.0 out of 5, 8.5K Ratings

4.0 out of 5, 36.4K Ratings

Customer feedback

- The app reviews provide mixed feedback about the Audi app. Several users have reported that the app is slow, glitchy, and often fails to update correctly.

- Some also complain that recent updates have caused more issues, making the app almost unusable.

- Others have mentioned that basic features are missing or that the app crashes frequently. A few users have had difficulty setting up payment details or connecting to their cars.

- However, a couple of users have found the app to be useful despite its limitations. One user has mentioned that the app could be quicker on certain tasks.

- Some users are frustrated with connectivity issues and poor functionality, while others find it useful for tracking their car's charging and location. Some users have also complained about poor customer service from Audi. There are also complaints about the app not being updated and the lack of features.

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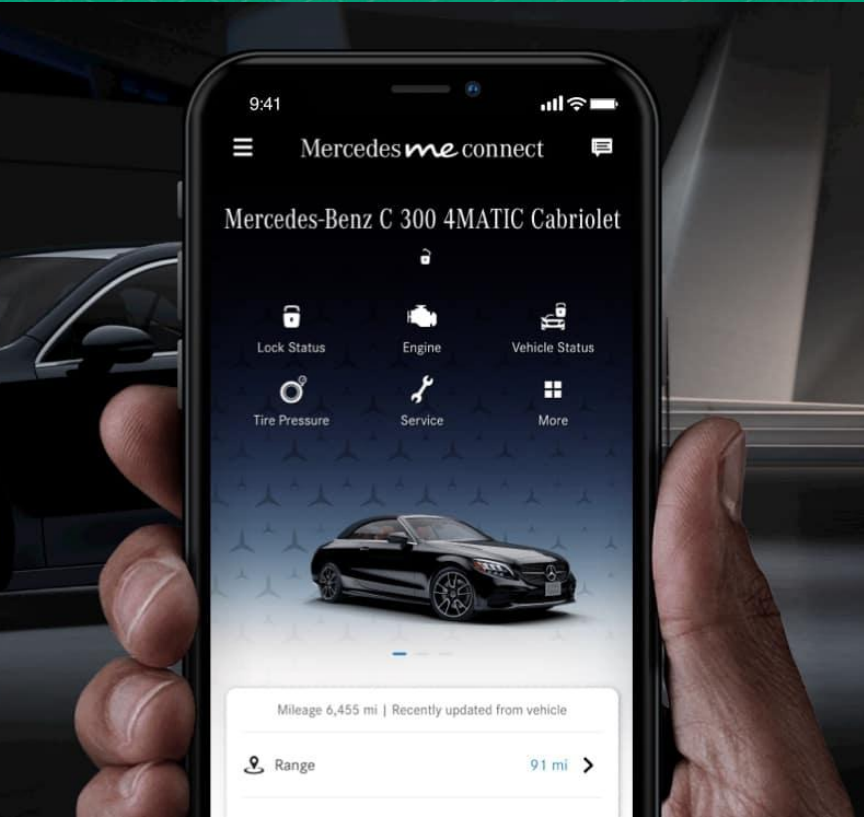
Mercedes me

iOS
4.7 out of 5, 40K Ratings

Android
4.4 out of 5, 163K Ratings

Customer feedback

- Users are generally dissatisfied with performance and reliability.
- Many users report issues with connectivity, and are frustrated with the lack of resolution or communication from Mercedes.
- Some users also report inaccurate notifications and the inability to control their vehicle's features through the app. Several users mention experiencing bugs, broken features, and the app not working after updates.
- Some users praise the app's convenience, remote start feature, and ability to monitor their car from anywhere, while others complain about the app crashing, difficulty syncing with the car, and constant logging out. Several users also note that the app has some basic functions missing, such as temperature control and the ability to close windows remotely.
- While some users do appreciate the app's features and find it helpful, the overall sentiment is negative, with many users expressing disappointment with the app's performance and Mercedes' customer service.

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MyMazda

4.0 out of 5, 687 Ratings

3.8 out of 5, 15.6K Ratings

Customer feedback

- Some users have issues with the remote start feature, stating that it shuts off as soon as the door opens and the car is slow to respond to commands.

- Others have issues with the accuracy of the app, the lack of updates, the limited capabilities, and the need to add a preferred dealer.

- Some users also report difficulty in registering their vehicles and navigating the app. Some like the app, citing the convenience of remote services and the ability to schedule appointments with dealerships.

- A few users expressed concerns about Mazda collecting personal information without proper explanation.

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07
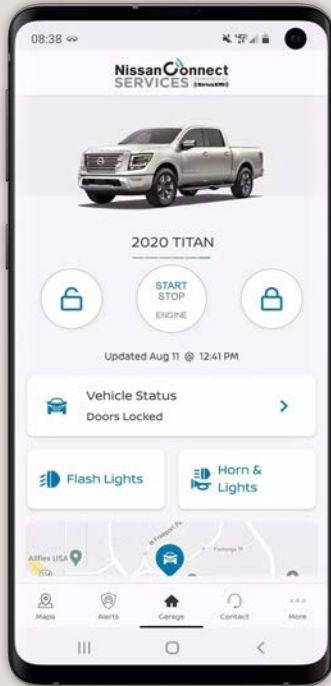
NissanConnect Services

4 out of 5, 3.4K Ratings

3.8 out of 5, 9.26K Ratings

Customer feedback

- Many users find the app slow and unreliable in updating car status, and some have trouble connecting their car to the app.

- There are also complaints about poor customer service from NissanConnect.

- However, some users find the app useful and convenient for basic functions such as locking and unlocking their car.

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FordPass

[iOS](#)
4.4 out of 5, 28.1K Ratings

[Android](#)
2.9 out of 5, 37.2K

Customer feedback

- The app reviews are mostly negative, with users experiencing various problems such as difficulty connecting to their cars, inaccurate car location, or the app not responding.

- Some users are disappointed with the remote functions of the app, while others find it innovative and useful.

- One user is dissatisfied with the lack of backup system if data is unavailable, and another user complains about the absence of a 'kWh until full' feature.

- Some users are disappointed with the service history feature and one user warns against buying a Ford car. Common issues raised by users include the app's reliability, glitches, slow response time, and difficulty in activating vehicles.

- Some users also suggested improvements such as the ability to change the notification sound, a log of electricity usage, panic on/off option, and the ability to turn on/off heated elements such as steering wheel and seats.

- Some users pointed out that the app doesn't provide enough detail about the services performed on the vehicle, and describe the charging log as poor.

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Tesla

iOS
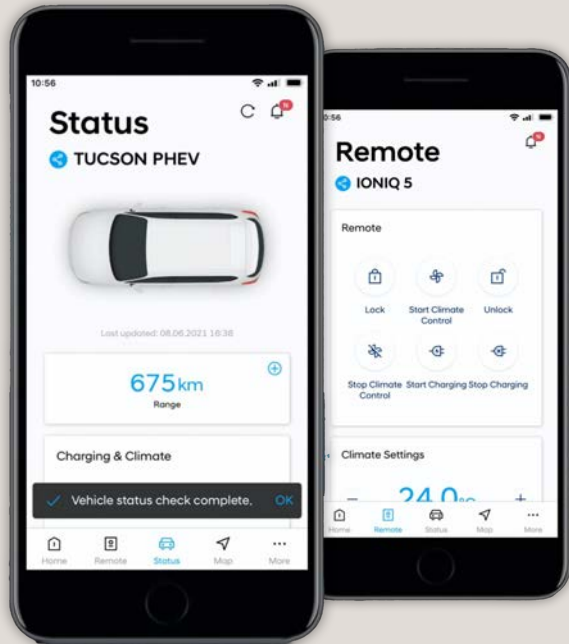3.5 out of 5, 1K Ratings

Android
3.7 out of 5, 30.7K Ratings

Customer feedback

- Some users are experiencing issues with remote control functionality, such as being unable to control the car or change settings.

- Glitches and disconnections are common complaints, resulting in frustration and inconvenience. There are reports of certain screens not loading or loading slowly, suggesting problems with specific app features.

- Some users appreciate the unique features and the ability to control certain aspects of their car through the app. However, there are complaints about poor integration, difficulty configuring settings, and the app's slow performance.

- Other issues mentioned include problems with starting the car, battery consumption details, and the lack of customisation options.

- Some users have had positive experiences with the app, praising its intuitive design and advanced controls.

- The negative reviews outnumber the positive ones, highlighting various issues with connectivity, functionality, and customer support.

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Hyundai Bluelink (Europe)

2.5 out of 5, 432 Ratings

3.5 out of 5, 3.5K Ratings

Customer feedback

- Some reviewers find the app unreliable, clunky, and frustrating.

- Some criticise it for not being as good as Tesla's app, while others find it helpful for scheduling charging and climate control.

- Some users complain that the app frequently crashes or is slow to load, and that it often has network errors.

- Some also mention that customer support for the app is not helpful. There are also some comments about the limited functionality of the app compared to other car brands.

- The Android app reviews are mixed, but some users report loving the app for its convenience and features such as remote start, climate control, and locking and unlocking the car. However, others are frustrated with glitches, slow response time, and unreliable connectivity.

- Some users have reported issues with the charging schedule not working correctly, the app not carrying out set settings, and the need to reinstall the app frequently.

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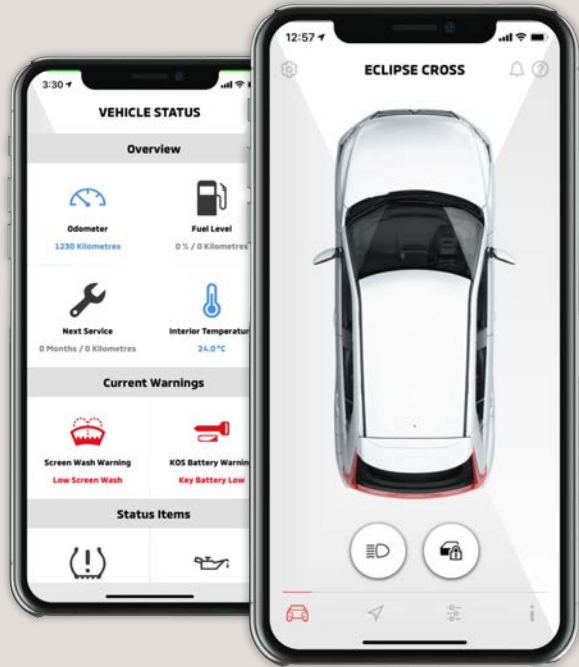
My Mitsubishi Connect

iOS
4.3 out of 5, 22 Ratings

Android
2.4 out of 5, 6.27K Ratings

Customer feedback

- The app reviews are mostly negative, with users complaining about the app's reliability and functionality, especially with regards to remote starting their cars.

- Some users have suggested the need for a backup way to remote start, while others have pointed out that they get the same features for free with another app.

- However, a few users have had positive experiences with the app and find it useful. Some users have also reported issues with signing in and using the app.

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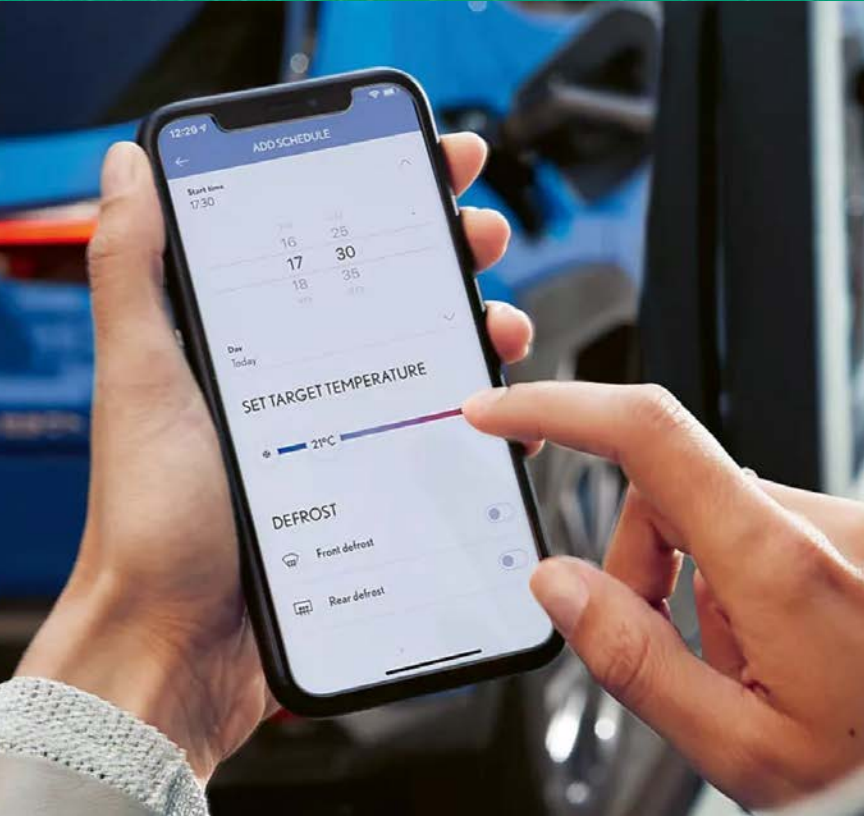
Lexus Link

iOS
3.4 out of 5, 293 Ratings

Android
3 out of 5, 859 Ratings

Customer feedback

- Users report that the "Find my car" function doesn't work, the hybrid coaching section doesn't capture all journeys, there is no option to send a destination to car navigation, and the app sometimes kicks users out.

- Some users report that the app displays incorrect information about the location and fuel indicator of the car, and that they cannot update their personal information or track their delivery status.

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# My Honda+

iOS
3.3 out of 5, 445 Ratings

Android
3.0 out of 5, 1.33K Ratings

Customer feedback

- Most reviewers expressed disappointment and frustration with poor functionality, unreliability, and lack of improvement over time.
- Some users reported issues with add-ons not working, constant disconnections, slow connection times, freezing, and errors preventing login.
- Others criticised the app for not including the Honda Civic, and for its poor customer service.
- Some reviewers even stated that they would choose a Tesla over a Honda due to the poor app experience.

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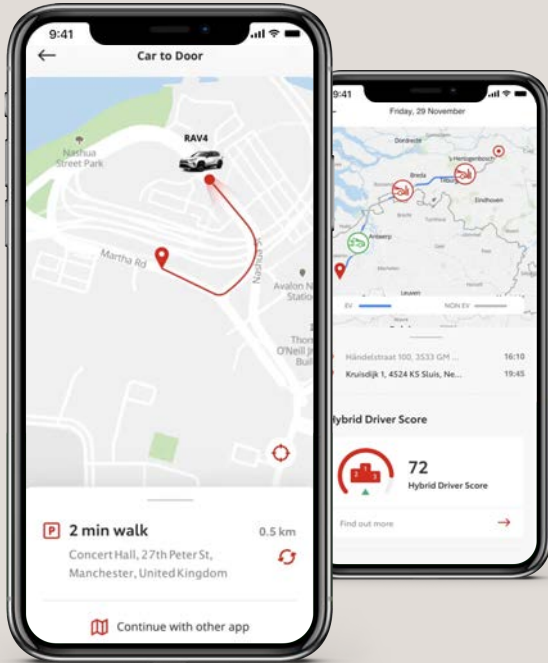
MyT by Toyota

3.1 out of 5, 753 Ratings

2.7 out of 5, 12.8K Ratings

Customer feedback

- Some users complain about various issues including slow and unreliable performance, inability to log in, difficulty connecting to the car, incomplete journey tracking, and missing features.

- Some users express disappointment with Toyota's ability to improve the app's functionality, while others mention specific issues such as slow climate control, unreliable car unlock notifications, and inaccurate battery status updates.

- There are a few positive reviews, but they are outweighed by the negative ones.

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Jaguar Remote

iOS
2.6 out of 5, 421 Ratings

Android
2.7 out of 5, 1.52K Ratings

Customer feedback

- The Android app for Jaguar has mixed reviews, with some users reporting frequent issues with authentication and connection problems.

- Some praise the app for its remote control options, locating the car in crowded areas, and auto-start with climate control. Some users report that the app is buggy, unreliable, and not worth the subscription cost.

- The Apple version of the app is generally well-received, with some users expressing disappointment that it does not support Apple smartwatches.

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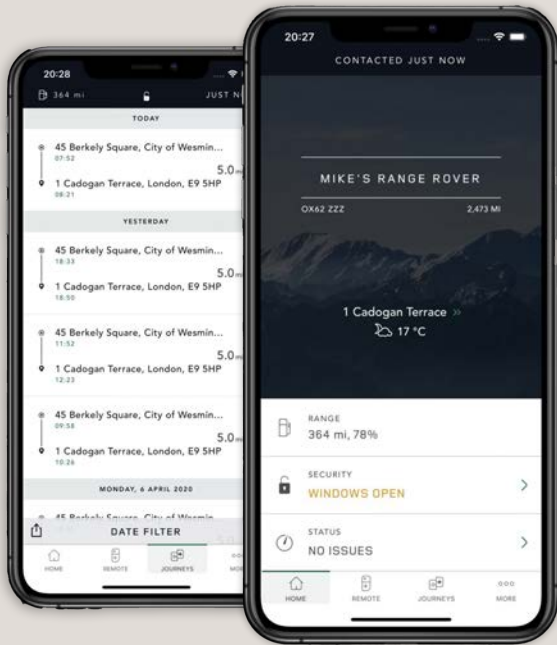
Land Rover Remote

2.3 out of 5, 545 Ratings

2.9 out of 5, 1.7K Ratings

Customer feedback

- The Android app reviews complain about frequent logouts, lack of push notifications on popular phones, climate control issues, complex user interface, and incorrect information about the vehicle's status. However, one user finds it useful as a backup for forgetting keys.

- The Apple app reviews are mostly negative, with users complaining about tracking issues, outdated location information, and bugs causing incorrect security alerts.

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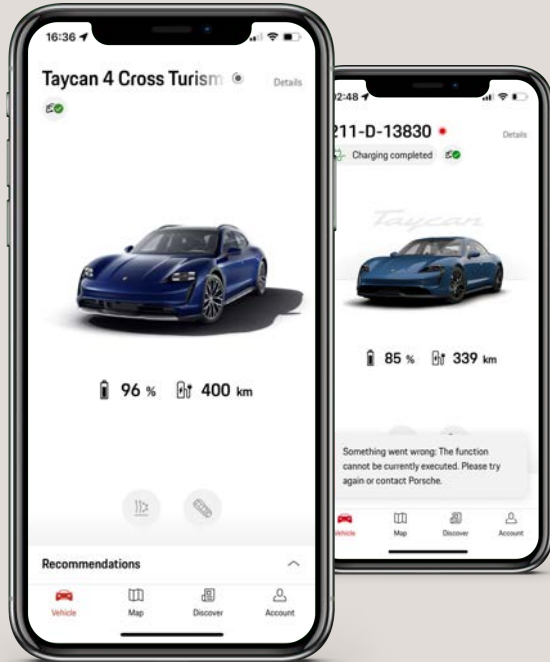
My Porsche

iOS
1.9 out of 5,366 Ratings

Android
2.8 out of 5, 10K Ratings

Customer feedback

- The app reviews are mixed, with some users reporting issues with the app, such as not being able to check remote connection or locate their car's location, calendar not working, or the app consuming a lot of battery.

- Other users praise the app for being seamless, improved, and having great functionality. Some users express frustration with the app not showing the stage of car build or not being able to register their car.

- A few users mention that they were promised functionality that the app does not have.

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Polestar

iOS
1.8 out of 5, 259 Ratings

Android
2.3 out of 5, 6.46k Ratings

📊 Customer feedback

- Several reviews express frustration with the app's performance. One mentions that it only works as intended about half the time. Basic features like showing battery life, locking/unlocking doors, and controlling the air purifier are often malfunctioning.

- Another user finds the app lacking useful features such as sending directions to the car, opening/closing the rear trunk, and controlling climate settings. They have to reset the app frequently for it to work properly.

- While users appreciate their cars, they believe the app needs improvement. They highlight issues with scheduling climate control, digital key compatibility, walk-away locking, sentinel mode, and the inability to call contacts from the app.

- On the other hand, one user mentions that the app is more stable now, and the phone as a key feature works reliably, but minor UI bugs still exist.

- In contrast, there are a few positive reviews mentioning that the app's basic functions work well, such as locating the car in downtown areas and having the user manual accessible.

- They hope for improvements such as staying logged in, introducing API integration for chargers, and providing more detailed car information.

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