



GMC

**CERTIFIED SERVICE SHOP: PHONE & IN-DEALERSHIP**

**Dealership** COFFMAN TRUCK SALES, INC.  
1149 W LAKE ST  
AURORA, IL 60506

**Shop Details** Shop Month: JUNE 2015  
 Shop Week: Week of 5/31 - 6/6/15  
 Shop ID: 3421435 GMPS3  
 Visit Length: 155 minutes

**Shop Score**  
**89.0%**

**TELEPHONE INQUIRY** **CATEGORY SCORE: 98.5%**

**PHONE INQUIRY DETAILS**

Employee who scheduled the appointment: Dan Eckard

**ENGAGES CUSTOMER**

**ANSWERS PROMPTLY** 3 / 5

- 0-2 rings
- 3-4 rings
- 5 or more rings

**TRANSFERS YOU EFFICIENTLY** 5 / 5

- Immediately transfers your call to the Service department / you are connected on the first attempt
- Transfers your call to the service department, but transfer is not immediate / you are not connected on the first attempt (i.e. placed on hold first, transferred to the wrong place before being connected to the service department, etc.)
- Does not successfully transfer your call to the service department

**WARM AND WELCOMING GREETING** 10 / 10

- Enthusiastically greets you in a manner that makes you feel he/she is genuinely glad you are calling (upbeat tone of voice, sounds engaging, etc.)
- Greeting is friendly and polite, but not enthusiastic
- Greeting is impolite, routine, or insincere

**FOCUSES ON YOU** 20 / 20

- Gives undivided attention without interruption (you do not feel rushed) AND made you feel as if you were the top priority
- Listens politely but does not make you feel like you were the top priority (i.e. seems slightly distracted or rushed)
- Listens poorly and/or seems significantly distracted or unfocused

**COMMUNICATES CLEARLY** 5 / 5

- Speaks clearly and professionally and is easy to understand throughout the entire call
- Speaks clearly and professionally and is easy to understand throughout most of the call, but is occasionally difficult to understand or not clear (i.e. rushes through the greeting, etc.)
- Sounds rushed, is difficult to understand, or sounds unprofessional for the duration of the call

**PROJECTS A POSITIVE ATTITUDE** 20 / 20

- Enthusiastic, energetic, engaging - uses tone (volume and inflection) to convey positive energy
- Pleasant, polite and professional (e.g. uses a positive, steady tone)
- Appears to be going through the motions or seems disinterested

**PERSONALIZES SERVICE** 10 / 10

- Asks for your name AND addresses you by name
- Asks for your name (or other information such as phone number / VIN number to obtain your name if you have done business with dealership in the past) but does NOT address you by name
- Does NOT ask for OR address you by name

**ASKS FOR YOUR CONTACT INFORMATION**

- Asks for your phone number AND e-mail address
- Asks for your phone number OR e-mail address
- Does not ask for your contact information

**DELIVERS**

**SETS APPOINTMENT**

- Asks what times are convenient to your schedule and efficiently schedules appointment
- Offers available appointment times without asking what is convenient for you and efficiently schedules appointment
- States that no appointments are necessary
- Advises you to come at an unspecified time (first thing in the morning, late afternoon, etc.)

A receptionist answered the phone and immediately transferred me to the service department after I requested to schedule an oil change and tire rotation. Dan answered the phone and greeted me in a genuinely glad, friendly, polite, and enthusiastic manner. He introduced himself.

He gave me his undivided attention and made me feel that I was his only concern for the duration of the call. He spoke clearly and professionally without using jargon and he was very easy to understand throughout the entire interaction. Dan was very enthusiastic, energetic, and engaging about the service provided and seemed eager to help. He explained the services I would be getting. He asked for my name and used it during the rest of the call. He didn't ask me for contact information.

Dan asked me what date I would like. He asked me if I would like to come in the morning or afternoon. He sounded very enthusiastic and very knowledgeable about the vehicle and service to be provided. He said that I would be getting a great deal.

Dan repeated all of the details to ensure accuracy and understanding. He seemed genuine and sincere. I felt that my business was appreciated.

TELEPHONE INQUIRY		CATEGORY SCORE: 98.5%
ANSWERS QUESTIONS	<input checked="" type="radio"/> Thoroughly answers questions in a way that instills confidence in his/her service and vehicle knowledge <input type="radio"/> Answers questions but does not display complete confidence in his/her knowledge <input type="radio"/> Is NOT able to answer your questions or displays significant lack of confidence in his/her knowledge	20 / 20
Indicate question you asked:	How much will the service cost?	
Indicate response:	\$49.95.	
CLOSING		
CONFIRMS INFORMATION	<input checked="" type="radio"/> Repeats all applicable customer and appointment details to ensure accuracy and understanding <input type="radio"/> Repeats some customer and appointment details but misses one or more pieces of information <input type="radio"/> Does NOT repeat customer or appointment details	10 / 10
EXPRESSES APPRECIATION	<input checked="" type="radio"/> Expresses appreciation in a manner that makes you feel he/she genuinely appreciates your business (e.g. "Thank you so much for calling today.") <input type="radio"/> Expresses appreciation in a polite manner BUT it feels somewhat routine or insincere <input type="radio"/> Does NOT express appreciation for the business	30 / 30
Based on this telephone experience, how likely would you be to visit this dealership for your service or maintenance needs?	<input checked="" type="radio"/> Definitely Will <input type="radio"/> Probably Will <input type="radio"/> Might or Might not <input type="radio"/> Probably Will Not <input type="radio"/> Definitely Will Not	
What I liked most:	He was very enthusiastic and convincing. I felt like I just had to have the full service. I now know that I want the full service check up with the oil change and tire rotation so that there would be no worries later on down the road.	
What I thought could be improved:	Dan did not ask for contact information. He did an exceptional job.	

CUSTOMER APPROACH		CATEGORY SCORE: 56.7%
DIRECTIONAL SIGNAGE (for service area entrance)	<input type="radio"/> Signage identifying the service area is easily visible and clear - you know exactly where to go <input checked="" type="radio"/> Signage identifying the service area is visible, but does NOT make it easy to locate the service area <input type="radio"/> There is no visible signage identifying the service area	2 / 5
SERVICE AREA EXTERIOR (building design / architecture, landscaping / entryway, etc.)	<input checked="" type="radio"/> The exterior of the service area is exceptional – it impressed you and made an excellent initial impression before entering the dealership (i.e. modern, eye-catching and inviting - draws your attention) <input type="radio"/> The exterior of the service area is satisfactory, but did not enhance your initial impression of the dealership before entering <input type="radio"/> The exterior of the service area is somewhat unsatisfactory – it detracts from your initial impression of the dealership before entering (i.e. fell short in one or more areas – outdated, not well maintained, etc.)	10 / 10
Number of other customers / vehicles waiting for assistance when you arrived:	0	
CONVENIENCE OF APPROACH	<input type="radio"/> You are able to pull your vehicle directly into the service lane with no or minimal wait (30 seconds or less) <input type="radio"/> You are able to pull your vehicle directly into the service lane, but waited more than 30 seconds before you were able to do so <input checked="" type="radio"/> You had to park outside and walk into the service area	0 / 5
SERVICE LANE / SERVICE DESK ATMOSPHERE	<input type="radio"/> The service lane provides an exceptionally comfortable environment / atmosphere to discuss your service needs (i.e. inviting, well-organized, quiet and clean) <input checked="" type="radio"/> The service lane environment / atmosphere is satisfactory, but there are some opportunities for minor improvement (i.e. it is somewhat noisy / confusing / cluttered, or too busy) <input type="radio"/> The service lane environment / atmosphere is somewhat uncomfortable (e.g. too loud, cluttered, etc.)	5 / 10

When I entered the lot it was not obvious where I had to pull in. I parked in front of the building and noticed a fenced in area where I thought my car would have to be taken to be serviced, but I was not exactly sure where I should park. I pulled in front, called the station and asked where I should park my car. I then pulled alongside the building and there were parking spots marked for customer service.

**CUSTOMER APPROACH** **CATEGORY SCORE: 56.7%**

VEHICLE IN-TAKE PROCESS (after entering the service bay / write-up area)	<input type="radio"/> Directional signage is clear and I know exactly where to go and what to do next <input checked="" type="radio"/> Directional signage is present, but but it is not clear as to where to go or what to do <input type="radio"/> Directional signage is not present and I am confused as to where to go and what to do and have to ask for assistance	
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**SERVICE CONSULTATION** **CATEGORY SCORE: 97.4%**

Dan Eckard      Age: 26 - 30      Gender: M      Height: 6' - 6'1      Hair: Brown

**CUSTOMER RECEPTION / GREETING**

ACKNOWLEDGEMENT TIMING	<input checked="" type="radio"/> Immediately (10 seconds or less) <input type="radio"/> Between 11 seconds and 1 minute <input type="radio"/> Between 1:01 and 3:00 minutes <input type="radio"/> More than 3 minutes	10 / 10
WARM AND WELCOMING GREETING	<input checked="" type="radio"/> Enthusiastically greets you in a manner that makes you feel he/she is genuinely glad you are there (upbeat tone of voice, smiles, direct eye contact, etc.) <input type="radio"/> Greeting is friendly and polite, but not enthusiastic <input type="radio"/> Greeting is somewhat unfriendly or impolite	20 / 20
DEMONSTRATES PROFESSIONALISM	<input checked="" type="radio"/> Service Consultant behavior and appearance demonstrate exceptional professionalism throughout the visit (attire, grooming, confidence, manners, etc.) <input type="radio"/> Service Consultant behavior and appearance demonstrate satisfactory professionalism (i.e. minor opportunity for improvement in attire, grooming or manners / courtesy, etc. ) <input type="radio"/> Service Consultant behavior and/or appearance is unprofessional (i.e. impolite, attire / grooming are in significant need of attention)	30 / 30
ANTICIPATES ARRIVAL (select any that occurred)	<input checked="" type="checkbox"/> Service Consultant uses your name BEFORE you provide it <input type="checkbox"/> Service paperwork has been pre-prepared <input type="checkbox"/> Gets your vehicle in / work started immediately <input type="checkbox"/> NONE OF THE ABOVE	5 / 5

**CUSTOMER INTERVIEW**

DISCOVERS PRIMARY SERVICE NEED(S)	<input checked="" type="radio"/> Initiates conversation and asks open-ended questions to identify your service needs (e.g. "What brings you to _____ today?") <input type="radio"/> Asks closed-ended questions (answered with yes/no) to determine your needs (e.g. "Do you need your tires rotated?") <input type="radio"/> Does NOT ask any questions regarding your needs - you had to initiate and/or move the conversation forward	10 / 10
FOCUSES ON YOU	<input checked="" type="radio"/> Gives you his/her undivided attention without interruption AND consistently made you feel as if you were the top priority <input type="radio"/> Listens politely but does not make you feel like you were the top priority (i.e. appears slightly distracted) <input type="radio"/> Listens poorly and/or appears significantly distracted or unfocused	30 / 30
DEMONSTRATES KNOWLEDGE	<input checked="" type="radio"/> Thoroughly answers questions AND uses language that instills confidence in his/her service and vehicle knowledge <input type="radio"/> Thoroughly answers questions, but does not instill confidence in his/her knowledge <input type="radio"/> Does NOT thoroughly answer your questions	10 / 10
Indicate question you asked:	I asked how much the service would cost and how much time it would take.	
Service Consultant's response:	49.95 for the service. An hour and perhaps a little longer to perform.	
PERSONALIZES SERVICE	<input checked="" type="radio"/> Uses your name as appropriate throughout the visit <input type="radio"/> Rarely uses your name - there is an opportunity for more <input type="radio"/> Does NOT use your name at any time or uses name only during the greet	10 / 10
PROJECTS POSITIVE ATTITUDE	<input checked="" type="radio"/> Projects a friendly, outgoing attitude and seems to sincerely enjoy assisting you (uses upbeat tone of voice that conveys enthusiasm and energy) <input type="radio"/> Is friendly and polite, but there is opportunity for improvement (e.g. uses minimal gestures and a positive, steady tone) <input type="radio"/> Appears to be going through the motions / seems disinterested OR is impolite	40 / 40

When I entered the service area and asked for assistance at the parts desk, I told an associate that I had an appointment set for an oil change and tire rotation. He was very courteous and enthusiastic. He seemed to appreciate my business. I then told him that it was Dan Eckard who had set up my appointment time. He took me to another office area where he introduced me to Dan.

I basically had already discussed with Dan the service I had requested over the phone when I set up my appointment. He went over it again and explained that I would receive an oil change, tire rotation, and full vehicle inspection. He was totally focused on me and my needs. He demonstrated full knowledge of the service I would be receiving. Dan used my name and was very positive about the service I would be receiving, so that I felt I was in good hands.

Dan explained I would be receiving a full vehicle inspection covering the whole car and that I would have all my fluid levels checked and filled. He built value by indicating the benefits of a full inspection. He explained the work that would be performed and the price. Afterwards he accompanied me to the customer lounge.

**SERVICE CONSULTATION**

**CATEGORY SCORE: 97.4%**

**RECOMMENDS AND GAINS AGREEMENT**

EXPLAINS MULTI-POINT VEHICLE INSPECTION	<input checked="" type="radio"/> Effectively explains the process, value and importance of the multi-point vehicle inspection <input type="radio"/> Mentions the multi-point vehicle inspection but does NOT effectively explain the process, value or importance <input type="radio"/> Does NOT mention the multi-point vehicle inspection at all	10 / 10
BUILDS VALUE (select all mentioned)	<input type="checkbox"/> Service Specials / Promotions <input type="checkbox"/> Transportation Options (shuttle, loaner vehicle, etc.) <input type="checkbox"/> Dealership Advantages <input type="checkbox"/> Rewards or Loyalty Programs <input checked="" type="checkbox"/> NONE OF THE ABOVE <input type="checkbox"/> Other	
CLEARLY EXPLAINS WORK AND PRICING	<input checked="" type="radio"/> Clearly explains the projected costs and service(s) to be performed -- you are comfortable with what will be done and the associated costs before work is started <input type="radio"/> Explains services being performed and/or the projected costs for service(s), BUT you are not completely clear about one or both <input type="radio"/> Does NOT explain services being performed AND does not break down the projected costs for service(s) PRIOR to performing the work on your vehicle	10 / 10
INTRODUCES CUSTOMER LOUNGE (select all that apply)	<input checked="" type="checkbox"/> Personally escorts you to the customer lounge <input type="checkbox"/> Points you in the direction of the lounge (does not escort you) <input type="checkbox"/> Mentions available amenities (e.g. coffee, internet, snacks, etc.) <input type="checkbox"/> NONE OF THE ABOVE	5 / 10

**LOUNGE & ENVIRONMENT**

**CATEGORY SCORE: 100%**

**CUSTOMER LOUNGE**

LOUNGE AREA	<input checked="" type="radio"/> Lounge area is warm and welcoming (furniture is comfortable, quiet, temperature / lighting are at an appropriate, etc.) <input type="radio"/> Lounge area is clean and functional, but not warm and welcoming (i.e. somewhat loud, you observe areas in need of minor attention (minimally soiled or worn)) <input type="radio"/> Lounge area is uncomfortable (furniture unavailable or uncomfortable, poorly lit, etc.) OR you observe areas in need of substantial attention (substantially soiled or worn)	30 / 30
ADDITIONAL AMENITIES (select all you observed)	<input checked="" type="checkbox"/> Flat-Screen TV(s) <input type="checkbox"/> Wi-Fi (Wireless Internet) <input checked="" type="checkbox"/> Complimentary Food / Beverages <input type="checkbox"/> Children's Play Area <input type="checkbox"/> Individual Work Stations <input checked="" type="checkbox"/> Current Reading Materials <input type="checkbox"/> Other <input type="checkbox"/> None of the above	

**FRIENDLY ENVIRONMENT**

DEALERSHIP STAFF (Committed to Serve)	<input checked="" type="radio"/> Dealership staff you encounter seem to be collectively committed to serving the guest (i.e. all work with a sense of urgency, proactively smile / greet you if they pass, etc.) <input type="radio"/> Dealership staff you encounter are professional but do not go out of their way to enhance the experience (i.e. no proactive actions / communication) <input type="radio"/> Dealership staff you encounter do not appear to be working efficiently together or seem to put their needs before the Guest (i.e. team member(s) visibly on break, engaged in personal conversations, etc.)	30 / 30
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The lounge area had some very comfortable looking couches and chairs, a TV, magazines, and coffee. Every staff member I passed by was friendly and seemed eager to see to my needs. This lounge was kind of small, but still OK. The additional lounge area was larger. Dan offered a can of Coke and I accepted. Dan assured me someone would come over and tell me when my service was completed.

SERVICE SPEED		CATEGORY SCORE: 35.3%
COMMITTS TO A COMPLETION TIME	<input checked="" type="radio"/> Proactively informs you how long the service will take to complete <input type="radio"/> Does NOT proactively inform you how long the service will take to complete, BUT commits to a time when asked <input type="radio"/> Does NOT proactively inform you how long the service will take to complete AND does NOT commit to a time when asked	15 / 15
QUOTED WAIT TIME (MINUTES):	90	
ACTUAL WAIT TIME vs. QUOTED	<input type="radio"/> Same as quoted or less <input type="radio"/> Within 5 minutes beyond quoted time <input type="radio"/> From 5:01 to 10 minutes beyond quoted time <input type="radio"/> From 10:01 to 15 minutes beyond quoted time <input checked="" type="radio"/> Over 15 min beyond quoted time	0 / 40
KEEPS YOU INFORMED OF DELAY(S)	<input type="radio"/> Proactively informs you of delay(s) BEFORE your quoted wait time is exceeded <input checked="" type="radio"/> Proactively informs you of delay(s) AFTER your quoted wait time is exceeded (or at the exact original completion time quoted) <input type="radio"/> Does NOT inform you about changes to the quoted wait time OR you have to seek out the service consultant to learn about the delay	10 / 20
Were you informed of the reason for the delay?	Yes <input checked="" type="radio"/> No <input type="radio"/>	
If yes, what was the reason given? (select all that apply)	<input type="checkbox"/> Recall repairs <input type="checkbox"/> Advisor / mechanic out sick <input type="checkbox"/> Earlier appointment showed up late <input type="checkbox"/> We are behind <input checked="" type="checkbox"/> Other	
Explain other reason given:	Additional work was done.	
YOUR TIME IS VALUED	<input type="radio"/> All processes are quick and efficient - you feel your time is valued and respected (appointment setting, check-in process, vehicle pickup process, payment transaction) <input checked="" type="radio"/> Most processes are quick and efficient (appointment setting, check-in process, vehicle pickup process, payment transaction) <input type="radio"/> Most or all processes are NOT quick and efficient - you feel your time is NOT valued or respected	5 / 10

The time quoted was about an hour and perhaps a little longer. The actual time was 1 hour and 44 minutes before an associate named Dave came up to me and told me I needed a few bulbs that were blown. He said it would cost a few more bucks if I wanted to have new one put in. I told him to go ahead. He then went over the problems that were revealed during my inspection. Prior to the completion of my inspection, Dan approached me and explained a recall on my car that was associated with my ignition switch and car keys. I told him I could not have the recall problem taken care of at that time.

SERVICE DELIVERY		CATEGORY SCORE: 97.8%
Dave Age: 26 - 30 Gender: M Height: 5'8 - 5'9 Hair: Blonde		
<b>DELIVERY CONSULTATION</b>		
VEHICLE READY NOTIFICATION	<input checked="" type="radio"/> Someone personally visits you in the lounge / while waiting to inform you that your vehicle is ready <input type="radio"/> You are informed that your vehicle is ready before asking, but you were not visited personally (e.g. your name was called, a buzzer system, etc.) <input type="radio"/> You learned your vehicle was ready only after you seek out an employee to ask about its status	20 / 20
CLEARLY EXPLAINS WORK PERFORMED	<input checked="" type="radio"/> Provides a clear and thorough explanation of the service(s) performed - you feel confident about what was done <input type="radio"/> Explains the work performed, but is not thorough or is unclear - you are not completely confident on what was done <input type="radio"/> Does not explain the work performed	30 / 30
ADVISES ON FUTURE SERVICE NEEDS	<input checked="" type="radio"/> Takes time to clearly explain and advise you on future service needs identified, and offers to set next appointment <input type="radio"/> Mentions future service needs but does not explain them clearly or offers to set future appointment <input type="radio"/> Does not advise you on future service needs	10 / 10
Was a Multi-Point Vehicle Inspection performed?	Yes <input checked="" type="radio"/> No <input type="radio"/>	
Indicate if the Service Consultant did any of the following:	<input checked="" type="checkbox"/> Uses the Multi-Point Vehicle Inspection Form (during discussion) <input checked="" type="checkbox"/> Gives You the Multi-Point Vehicle Inspection Form (to take with you) <input checked="" type="checkbox"/> Provides Pricing (for recommended work) <input checked="" type="checkbox"/> Recommends Timing (for recommended work) <input checked="" type="checkbox"/> Points out Positive Areas (where vehicle health is good) <input type="checkbox"/> NONE OF THE ABOVE	

Dave was very honest and sincere. I felt like it was important to him that my needs were met. He went over every detail in the inspection that was needing service and was sincere about the urgency of what needed attention. He gained my trust through his knowledge of the subjects being addressed.

He went over every detail of what problems arose that needed attention and thoroughly made sure every issue was addressed and that I was satisfied. Dave also seemed very appreciative of my business.

After explaining to me what needed attention on my car, Dave handled the payment for the service himself. I paid with my debit card and the transaction was completed in a timely manner. Dave was very positive and made me feel good about spending my money for the service.

Dave escorted me to my car, which was parked inside the building. The delivery area was exceptionally clean. My vehicle was clean, but I had just vacuumed and cleaned my car before taking it in for service. We also conversed a little before I departed.

**SERVICE DELIVERY**

**CATEGORY SCORE: 97.8%**

Where were you in the dealership when the advisor reviewed the Multi-Point Vehicle Inspection form with you?	<input checked="" type="radio"/> Customer Waiting Area <input type="radio"/> Service Desk <input type="radio"/> Cashier Area <input type="radio"/> Other	
Explain which service(s) were recommended based on the Multi-Point Vehicle Inspection:	Belt tensioner, serpentine belt, wheel bearing, rotors, muffler, steering gear.	
Was a Maintenance Menu Provided?	Yes <input checked="" type="radio"/> No <input type="radio"/>	
Was the Maintenance Menu verbally reviewed with you?	Yes <input checked="" type="radio"/> No <input type="radio"/>	
ESTABLISHES TRUST	<input checked="" type="radio"/> Impresses you as honest and trustworthy AND conveys that he/she is only concerned with making sure your needs are met rather than just attempting to sell you on additional services <input type="radio"/> Impresses you as honest and trustworthy BUT seems to focus more on attempting to sell you on additional work <input type="radio"/> Does NOT impress you as honest and trustworthy OR does not seem concerned with ensuring your needs are met	10 / 10
CHECKS FOR SATISFACTION	<input checked="" type="radio"/> Checks for satisfaction (e.g. "Have we met all of your needs today?") and offers additional assistance if appropriate <input type="radio"/> Checks for satisfaction (e.g. "Have we met all of your needs today?") OR offers additional assistance if appropriate <input type="radio"/> Does NOT check for satisfaction OR offer additional assistance if appropriate	30 / 30
EXPRESSES APPRECIATION	<input checked="" type="radio"/> Expresses appreciation in a manner that makes you feel he/she genuinely appreciates your business (e.g. "Thank you so much for coming in today.") <input type="radio"/> Expresses appreciation in a polite manner BUT it feels somewhat routine or insincere <input type="radio"/> Does NOT express appreciation for the business	40 / 40
<b>PAYMENT PROCESS</b>		
PAYMENT HANDOFF	<input checked="" type="radio"/> Service Consultant handled payment him/herself <input type="radio"/> Service Consultant personally escorted you to the cashier <input type="radio"/> Service Consultant pointed you in the direction of the cashier <input type="radio"/> Someone other than your Service Consultant informed you the vehicle was ready and handled the transaction	10 / 10
PAYMENT CONVENIENCE	<input checked="" type="radio"/> The payment process was very quick and convenient (i.e. no or minimal wait time, paperwork is ready) <input type="radio"/> The payment process was somewhat quick and convenient (i.e. more than minimal wait in line or while paperwork is prepared) <input type="radio"/> The payment process was slow and/or inconvenient (i.e. long line, paperwork not ready)	10 / 10
PROJECTS A POSITIVE ATTITUDE (CASHIER)	<input checked="" type="radio"/> Projects a friendly, outgoing attitude and seems to sincerely enjoy assisting you (uses upbeat tone of voice that conveys enthusiasm and energy) <input type="radio"/> Is friendly and polite, but there is opportunity for improvement (e.g. uses minimal gestures and a positive, steady tone) <input type="radio"/> Appears to be going through the motions / seems disinterested OR is impolite	20 / 20
<b>VEHICLE DELIVERY ESCORT</b>		
VEHICLE DELIVERY ESCORT	<input checked="" type="radio"/> You are personally escorted to your vehicle <input type="radio"/> You are easily able to locate your vehicle, BUT are not personally escorted (i.e. given clear directions or it is in plain sight) <input type="radio"/> It is somewhat difficult to locate your vehicle	15 / 15
VEHICLE DELIVERY AREA	<input checked="" type="radio"/> Your vehicle is brought inside the dealership or is brought up for you as close to the door as reasonably possible <input type="radio"/> Your vehicle is in a parking spot outside (not as close to the door as possible)	10 / 10
VEHICLE CLEANLINESS	<input type="radio"/> When your vehicle is returned to you, it is cleaner than when you left it (e.g. car was washed, windows washed, dashboard wiped down, no new dirt inside or on the vehicle, etc.) <input checked="" type="radio"/> Your vehicle is as clean as when you left it (no new grease, dirt, etc. in or on vehicle) <input type="radio"/> Your vehicle is less clean than when you left it (new grease, dirt, etc. in or on vehicle)	15 / 20

**SERVICE DELIVERY**

**CATEGORY SCORE: 97.8%**

Indicate any of the following that describe your vehicle at delivery:	<input checked="" type="checkbox"/> Vehicle was washed (exterior) <input type="checkbox"/> Interior was cleaned (vacuum, wiping down dash, etc.) <input checked="" type="checkbox"/> All settings are where you left them (seat, mirrors, etc.) <input checked="" type="checkbox"/> Interior Protection is removed from vehicle (e.g. paper floor mats, seat covers) <input type="checkbox"/> Car wash coupon/car wash code provided <input type="checkbox"/> NONE OF THE ABOVE	
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**OVERALL CUSTOMER IMPRESSIONS**

OVERALL SERVICE EXPERIENCE: How would you describe your overall service experience today?	<input checked="" type="radio"/> Truly Exceptional <input type="radio"/> Very Good <input type="radio"/> Average <input type="radio"/> Somewhat Disappointing <input type="radio"/> Unacceptable	
BEST INTERESTS IN MIND: Did you feel that the service consultant genuinely had your best interests in mind?	<input checked="" type="radio"/> Definitely Did <input type="radio"/> Probably Did <input type="radio"/> Might or Might Not Have <input type="radio"/> Probably Did Not <input type="radio"/> Definitely Did Not	
RETURN INTENT: How likely would you be to RETURN for future service / maintenance needs?	<input type="radio"/> Definitely Will <input checked="" type="radio"/> Probably Will <input type="radio"/> Might or Might not <input type="radio"/> Probably Will Not <input type="radio"/> Definitely Will Not	
Reason(s) for NOT returning:	<input checked="" type="checkbox"/> Service Speed <input type="checkbox"/> Dealership Staff <input type="checkbox"/> Convenience (hours, appointment setting, etc.) <input checked="" type="checkbox"/> Dealership Facility <input type="checkbox"/> Service Price(s) <input type="checkbox"/> Other	
Reason(s) FOR returning:	<input type="checkbox"/> Service Speed <input checked="" type="checkbox"/> Dealership Staff <input checked="" type="checkbox"/> Convenience (hours, appointment setting, etc.) <input type="checkbox"/> Dealership Facility <input checked="" type="checkbox"/> Service Price(s) <input type="checkbox"/> Other	
ADVOCACY: How likely will you be to RECOMMEND the dealership to friends or relatives for service / maintenance needs?	<input checked="" type="radio"/> Definitely Will <input type="radio"/> Probably Will <input type="radio"/> Might or might not <input type="radio"/> Probably Will Not <input type="radio"/> Definitely Will Not	
Did anything unexpected happen during the experience that positively surprised you or made it MEMORABLE?	Yes <input checked="" type="radio"/> No <input type="radio"/>	
Explain what made the experience memorable:	I appreciated the staffs' eagerness to serve.	
What I liked most:	The friendly, positive, knowledgeable, enthusiastic staff.	
What could be improved:	I wasn't sure where to park my car when I arrived.	

My overall impression of the service provided was definitely good. They had a special this day that gave me a \$10 savings for the service. The service provided was exceptional.