



GMC

SALES MYSTERY SHOP: PHONE & IN-DEALER

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

Shop Details Shop Month: SEPTEMBER 2015
 Shop Week: Week of 9/6 - 9/12/15
 Shop ID: 3527932 CHVPS3
 Visit Length: 21 minutes

Shop Score
97.0%

TELEPHONE INQUIRY **CATEGORY SCORE: 94.7%**

PHONE INQUIRY DETAILS

Name of the person who handled your inquiry: Andrew

ENGAGES CUSTOMER

ANSWERS PROMPTLY 0-2 rings 5 / 5
 3-4 rings
 5+ rings

Number of times your call was transferred: 1

TRANSFERS YOU EFFICIENTLY (if call is answered by operator / receptionist or automated system) 5 / 10
 Immediately transfers your call to the Sales department / you are connected on the first attempt
 Transfers your call to a sales consultant, 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 reaching a sales consultant, etc.)
 Does not successfully transfer your call to a sales consultant

How long was it from the time the phone started ringing until you reached a live person in the SALES department? (enter in MM:SS format) 00:15

OFFERS WARM GREETING 10 / 10
 Extends a warm, genuine greeting AND includes the location name (e.g. "Good afternoon. Thank you for calling Springdale Chevrolet. How may I assist you?")
 Extends a polite acknowledgement and includes the location name (e.g. "Good evening, Springdale Chevrolet.")
 Greeting is routine/insincere OR location name is not mentioned (e.g. "Sales Department.")

PROJECTS POSITIVE ATTITUDE 10 / 10
 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

FOCUSES ON YOU 10 / 10
 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 10 / 10
 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

PERSONALIZES SERVICE 10 / 10
 Asks for your name AND addresses you by name
 Asks for your name but does NOT address you by name
 Does NOT ask for OR address you by name

DELIVERS

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

INDICATE WHICH BEHAVIOR WAS PERFORMED
 Asks for phone number
 Asks for e-mail address

My call was answered immediately by Andrew who thanked me for calling and offered assistance. I told him that I was interested in a new GMC SUV or crossover and he offered assistance in an enthusiastic manner.

Andrew immediately asked me for my contact information, and he began to address me by name throughout our conversation. He gave me his complete attention and was courteous.

Andrew immediately asked for my contact information, but not my email address. He then began to ask questions to help me choose the right vehicle for my needs. He asked me if I like to travel and if I carried a lot of possessions with me in my current vehicle. I asked about the cargo space and how it was affected by folding the seats down. Andrew gave me a demonstration in each SUV by folding the seats down and showing me the added space.

Andrew asked when I wanted to come in and set an appointment with me. He thanked me sincerely for calling and wished me well.

TELEPHONE INQUIRY		CATEGORY SCORE: 94.7%
ANSWERS QUESTIONS (regarding vehicle details, availability, pricing, etc.)	<input checked="" type="radio"/> Thoroughly answers questions in a way that instills confidence in his/her 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	10 / 10
Indicate question you asked:	I asked Andrew how much cargo space could be made by folding seats down.	
Indicate response:	Andrew demonstrated the amount of cargo room in each SUV by folding the seats do	
EXTENDS INVITATION TO VISIT DEALERSHIP	<input checked="" type="radio"/> Invites you to visit the dealership and attempts to schedule a specific date/time for you to come in (e.g. "Is there a time today or tomorrow that would work for you to come look at the car?") <input type="radio"/> Invites you to visit the dealership but does not attempt to schedule a specific date / time (e.g. "Feel free to stop by anytime") <input type="radio"/> Does not invite you to visit the dealership	10 / 10
CLOSES		
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	10 / 10
Based on this telephone experience, how likely would you be to visit this dealership if you were really in the market for a new vehicle?	<input type="radio"/> Definitely Would <input checked="" type="radio"/> Probably Would <input type="radio"/> Might or Might not <input type="radio"/> Probably Would Not <input type="radio"/> Definitely Would Not	
How would you describe your overall telephone 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	

GREETING **CATEGORY SCORE: 100%**

Andrew Lemaster Age: 26 - 30 Gender: M Height: 5'10 Hair: Brown

A GREAT GREETING

ACKNOWLEDGEMENT TIMING (verbal or non-verbal. From the time you entered the sales area)	<input checked="" type="radio"/> Less than 1 minute <input type="radio"/> Between 1:00 and 2:59 <input type="radio"/> Between 3:00 and 5:00 <input type="radio"/> More than 5 minutes	10 / 10
Who initially acknowledged you when you arrived at the dealer?	<input type="radio"/> Receptionist <input checked="" type="radio"/> The sales consultant who ended up assisting you during your visit <input type="radio"/> Another sales consultant (did not assist you during the visit) <input type="radio"/> Service personnel (technician) <input type="radio"/> Other	
READY TO SERVE	<input checked="" type="radio"/> Exhibits outreaching physical behaviors (open body language - upright, arms uncrossed) AND approaches you with intentional eye contact, smile, wave, etc. when you enter the sales area <input type="radio"/> Exhibits outreaching physical behaviors but does NOT approach you with intentional eye contact, smile, wave, etc. <input type="radio"/> Does NOT exhibit outreaching physical behaviors (closed body language - leaning or arms crossed) and does NOT approach you with eye contact, smile, wave etc.	10 / 10
WARM AND WELCOMING GREETING	<input checked="" type="radio"/> Greets you in a manner that made you feel he/she was genuinely glad you were there (upbeat, professional, welcoming) <input type="radio"/> Politely greets you, but it seems routine or insincere <input type="radio"/> Did NOT verbally greet you	10 / 10
OFFERS HANDSHAKE	Yes No <input checked="" type="radio"/> <input type="radio"/>	10 / 10
PROFESSIONAL APPEARANCE	<input checked="" type="radio"/> Attire is clean, pressed, professional, and consultant is well groomed <input type="radio"/> Attire or grooming is in need of minor attention <input type="radio"/> Appears unprofessional and/or poorly groomed	10 / 10
FOCUS ON THE CUSTOMER		
PERSONALIZES SERVICE	<input checked="" type="radio"/> Asks for your name AND uses your name as appropriate throughout the interaction <input type="radio"/> Asks for your name but rarely uses your name throughout the interaction - there is an opportunity for more <input type="radio"/> Does not ask for your name	10 / 10
BUILDS RAPPORT	<input checked="" type="radio"/> Builds rapport effectively by asking questions / initiating conversation to get to know you before discussing business (e.g. if you have kids, where you are from, etc.) <input type="radio"/> Attempts to build rapport by asking questions / initiating conversation to get to know you, but there is opportunity for improvement <input type="radio"/> Does NOT initiate conversation or ask questions to attempt to get to know you before discussing business	20 / 20
SMILES AND MAKES EYE CONTACT	<input checked="" type="radio"/> Consistently and genuinely smiles and makes eye contact throughout the interaction as appropriate <input type="radio"/> Smiles and makes some eye contact but there is opportunity for more <input type="radio"/> Does NOT smile or make eye contact	10 / 10

I entered the showroom and was immediately greeted by Andrew. He thanked me for coming in and also said that he had a few SUV's lined up for me to look at. He invited me to his office space to discuss the vehicles.

Andrew was professional both in manner and in appearance. He was well-groomed and well dressed. He smiled as he shook my hand and welcomed me to the dealership in a genuine way.

Andrew impressed me as a genuinely nice person who really wanted to help me find the right vehicle. He was courteous and professional throughout our meeting.

CONSULTATION & VEHICLE PRESENTATION

CATEGORY SCORE: 100%

Andrew Lemaster Age: 26 - 30 Gender: M Height: 5'10 Hair: Brown

A TARGETED CONSULTATION

ASKS ABOUT THE SHOPPING PROCESS YOU'VE BEEN THROUGH SO FAR (been to other dealers, looked online, seen ads, etc)	Yes <input checked="" type="radio"/> No <input type="radio"/>	10 / 10
ASKS QUESTIONS TO UNDERSTAND WANTS & NEEDS	<input checked="" type="radio"/> Asks probing open-ended questions (NOT answered with yes/no) to determine your needs (e.g. how you use your vehicle, what you are currently driving / what you like most and least about what you are currently driving, etc.) <input type="radio"/> Asks closed-ended questions (answered with yes/no) to determine your needs <input type="radio"/> Does NOT ask any questions regarding your needs	10 / 10
FOCUSES ON YOU	<input checked="" type="radio"/> Gives you undivided attention without interruption AND made you feel as if you were his/her top priority <input type="radio"/> Listens politely but does not make you feel like you are his/her top priority (seems distracted by things going on around him, looked at Blackberry, phone, etc.) <input type="radio"/> Does not listen / appears distracted or unfocused	10 / 10
What did you tell the sales consultant was important to you in selecting a vehicle?	I said that ample cargo space was very important, and good gas mileage.	

VEHICLE PRESENTATION

RECOMMENDS	<input checked="" type="radio"/> Recommends vehicle(s) that align with your stated needs and uses language that inspires confidence in his/her knowledge of the vehicle(s) being discussed (explains features and benefits in a clear, engaging way) <input type="radio"/> Recommends vehicle(s) that align with your stated needs, but uses language that does NOT inspire confidence in his/her knowledge of the vehicle(s) being discussed <input type="radio"/> Does NOT recommend vehicle(s) that align with your stated needs	10 / 10
Indicate what the sales consultant initially said when making recommendations:	Andrew said that I might like either the Terrain or the Acadia.	
Primary vehicle associate recommended:	GMC Acadia	
DESCRIBES VEHICLE FEATURES(6-Point Walkaround)	<input checked="" type="radio"/> Presents and explains vehicle features AND uses language, tone and gestures that demonstrates his/her excitement to share them with you <input type="radio"/> Presents and explains vehicle features BUT does NOT seem excited to share them with you <input type="radio"/> Does NOT present or explain vehicle features	20 / 20
Indicate the vehicle features that were promoted:	<input checked="" type="checkbox"/> Driving Performance (speed, smooth drive) <input checked="" type="checkbox"/> Attractiveness (Look / Design) <input checked="" type="checkbox"/> Fuel Economy <input checked="" type="checkbox"/> OnStar 4G LTE (Wi-Fi hotspot) <input type="checkbox"/> Mobile Apps <input checked="" type="checkbox"/> Bluetooth Connectivity <input checked="" type="checkbox"/> GPS / In-vehicle navigation <input checked="" type="checkbox"/> Safety Features	
Indicate the vehicle features that were promoted (continued):	<input checked="" type="checkbox"/> Warranty: Bumper-to-Bumper <input checked="" type="checkbox"/> Warranty: Roadside Assistance <input checked="" type="checkbox"/> Warranty: Included Routine Maintenance Services <input checked="" type="checkbox"/> Pricing (Rebates / Incentives / Special Offers, etc.) <input type="checkbox"/> Other	
Indicate if the consultant did any of the following: (select all that apply)	<input type="checkbox"/> Demonstrate the RemoteLink Mobile App (the salesperson MUST use cell or tablet to demo Remote Start, Door Unlock or Vehicle Locate features) <input type="checkbox"/> Demonstrate in-vehicle WiFi (the salesperson MUST show the Wi-Fi SSID and password) <input type="checkbox"/> Demonstrate Voice-Recognition features (must demo Radio control, Bluetooth or 'Hands-free push to talk'—salesperson may pair his/her own phone or your phone to demo) <input checked="" type="checkbox"/> None of the above	
How thoroughly did the salesperson describe advantages of new OnStar 4G LTE version? (faster, Wi-Fi Hotspot, etc.)	<input type="radio"/> Very thoroughly (thorough explanation was provided, including several features and benefits) <input checked="" type="radio"/> Somewhat thoroughly (a brief explanation was provided, with just a feature or two mentioned) <input type="radio"/> Not thoroughly at all (salesperson was not knowledgeable and could not explain the features or benefits)	

Andrew asked me if I liked to travel and I said I needed lots of cargo space. He asked me what I normally put in the cargo area, and he gave me his full attention.

Andrew mentioned the warranties, Bluetooth connect and the backup camera. He also mentioned buyer incentives, along with special financing that was available. Andrew mentioned the leather interior upgrade and said it would be comfortable and easy to take care of.

Andrew provided me with a tour of the dealer showroom, lounge area and service center. He discussed loaner vehicles, but did not discuss leasing options or financing.

From the moment I met Andrew, he impressed me as genuine and honest. I felt he was focused on helping me find the right vehicle for my needs. He gave me his complete attention and presented two vehicle choices he thought would be ideal for me. He then provided a tour of the dealership and facilities. He seemed proud of his place of employment and like he enjoyed his job.

CONSULTATION & VEHICLE PRESENTATION

CATEGORY SCORE: 100%

DESCRIBES OPTIONS / PACKAGES	<input checked="" type="radio"/> Describes additional vehicle options (e.g. leather interior, upgraded stereo, heated seats) AND explains how they can enhance your ownership experience <input type="radio"/> Describes additional vehicle options BUT does NOT explain how they can enhance your ownership experience <input type="radio"/> Does NOT describe additional vehicle options	10 / 10
INTRODUCES SERVICE DEPARTMENT BENEFITS	<input checked="" type="radio"/> Promotes the advantages of Buick GMC Certified Service department (e.g. lounge amenities, transportation options, convenient hours, expert technicians, warranty service, etc.) AND provides additional information/explains how they would benefit you <input type="radio"/> Mentions benefits of Buick GMC Certified Service department but does not explain or provide additional information about them <input type="radio"/> Does not mention benefits of Buick GMC Certified Service department	10 / 10
INDICATE WHICH BENEFITS WERE INTRODUCED	<input checked="" type="checkbox"/> Lounge Amenities <input checked="" type="checkbox"/> Transportation Options <input checked="" type="checkbox"/> Convenient Hours <input checked="" type="checkbox"/> Expert Technicians <input checked="" type="checkbox"/> Warranty Service <input type="checkbox"/> Other	
EXPLAINS FINANCE AND LEASE OPTIONS	<input type="radio"/> Explains both financing and leasing options and the differences between the options <input type="radio"/> Mentions either financing OR leasing options BUT does NOT explain the differences between the options <input checked="" type="radio"/> Does NOT mention or explain either financing or leasing options	
COMMUNICATES IN A LANGUAGE YOU UNDERSTAND	<input checked="" type="radio"/> Speaks in a language you understand (avoids jargon and doesn't talk over or under your level of expertise) <input type="radio"/> Mostly speaks in a language you understand (occasionally uses jargon or talks over / under your level of expertise) <input type="radio"/> Frequently speaks over or under your level of expertise and/or uses too much jargon	10 / 10
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 a vehicle right away <input type="radio"/> Impresses you as honest and trustworthy BUT seems to focus more on attempting to sell you a vehicle right away <input type="radio"/> Does NOT impress you as honest and trustworthy OR seems to focus more on selling you a vehicle right away than meeting your needs	10 / 10
PROJECTS A POSITIVE ATTITUDE	<input checked="" type="radio"/> Seems to sincerely enjoy assisting you - uses tone (volume and inflection) AND gestures to convey positive energy <input type="radio"/> Pleasant and polite (e.g. uses minimal gestures and a positive, steady tone) <input type="radio"/> Appears to be going through the motions or seems disinterested	20 / 20

VEHICLE DEMONSTRATION

CATEGORY SCORE: 100%

EXTENDS INVITATION FOR TEST DRIVE	<input checked="" type="radio"/> Invites you to take a test drive AND explains the benefits of getting behind the wheel <input type="radio"/> Invites you to take a test drive BUT does NOT explain the benefits of getting behind the wheel <input type="radio"/> Does NOT invite you to take a test drive	10 / 10
Did the sales consultant offer to accompany you on the test drive / give you the choice to have him/her come with you?	Yes <input checked="" type="radio"/> No <input type="radio"/>	
Did you take a test drive?	<input type="radio"/> Yes, I took a test drive and the sales consultant accompanied me <input type="radio"/> Yes, I took a test drive but the sales consultant did NOT accompany me <input checked="" type="radio"/> No, I did not take a test drive	
Did you get in the vehicle at some point?(if you did not take a test drive)	<input checked="" type="radio"/> Yes, the associate encouraged me to sit in the vehicle (in the showroom or the lot) before I asked <input type="radio"/> Yes, but only after I asked to sit in the vehicle <input type="radio"/> No, I did not sit behind the wheel	

Andrew was thorough in demonstrating the cargo space in each of the two vehicles he chose for me to view. He also invited me to take a test drive, but I declined. He got into each vehicle and folded down the seats to reveal additional space.

CLOSING PROCESSES **CATEGORY SCORE: 90.9%**

ENCOURAGES THE PURCHASE	<input type="radio"/> Asked for the sale in a way that was comfortable/natural <input type="radio"/> Asked for the sale in a way that was somewhat pushy, awkward, or out of place <input checked="" type="radio"/> Did NOT ask for the sale	0 / 10
What did the sales consultant say when he/she discussed purchasing?	Andrew said that we would discuss financing options when we met again.	
RESPECTFULLY HANDLES OBJECTION (when you told the sales consultant you were not ready to purchase)	<input checked="" type="radio"/> Reacted with a positive attitude (maintained friendly voice, didn't criticize) AND gives you a reason to come back when you're ready to purchase <input type="radio"/> Reacted with a positive attitude, BUT did NOT give you a reason to come back when you're ready to purchase <input type="radio"/> Does NOT react with a positive attitude	20 / 20
PROVIDES TAKEAWAY MATERIAL(S)	<input checked="" type="radio"/> Provides some type of documentation to take home (e.g. pricing worksheet, quote, brochure, etc.) on the vehicle AND explains the documentation (e.g. describes pricing details) <input type="radio"/> Provides some type of documentation on the vehicle BUT does NOT explain it <input type="radio"/> Does NOT provide any documentation on the vehicle	10 / 10
OFFERS FUTURE ASSISTANCE	<input checked="" type="radio"/> Encourages you to contact him/her with questions (e.g. "Don't hesitate to call if you have any other questions") AND invites you to come back in the future (e.g. "I hope to see you soon") <input type="radio"/> Encourages you to contact him/her with questions OR invites you to come back in the future <input type="radio"/> Does NOT encourage you to contact him/her with questions and does not invite you to come back in the future	10 / 10
ASKS TO FOLLOW-UP	<input checked="" type="radio"/> Asks permission to contact you / follow-up AND provides business card before being asked for one <input type="radio"/> Asks permission to follow up with you (only) <input type="radio"/> Provides business card BEFORE being asked (only) <input type="radio"/> Does NOT ask permission to follow up and AND does NOT provide business card before being asked for one	10 / 10
Did the sales consultant ask for your preferred contact method? (i.e. phone, email, text)	Yes <input type="radio"/> No <input checked="" type="radio"/>	
CHECKS FOR SATISFACTION	<input checked="" type="radio"/> Checks for satisfaction (e.g. "Are there any other questions I can answer for you?") AND offers additional assistance if appropriate <input type="radio"/> Checks for satisfaction OR offers additional assistance if appropriate <input type="radio"/> Does NOT check for satisfaction OR offer additional assistance if appropriate	20 / 20
EXPRESSES APPRECIATION	<input checked="" type="radio"/> Sincerely thanks you for visiting AND extends a warm parting remark (e.g. "Thank you so much for your time today. It was a real pleasure to meet you.") <input type="radio"/> Sincerely thanks you for visiting OR extends a warm parting remark <input type="radio"/> Thanks you insincerely or not at all OR does not extend a warm parting remark	20 / 20
YOUR TIME IS VALUED	<input checked="" type="radio"/> All processes (initial contact, vehicle presentation, test drive, etc.) are simple and hassle-free -- you feel your time is valued and respected <input type="radio"/> Most processes are simple and hassle-free <input type="radio"/> Most or all processes are NOT simple or hassle-free -- you feel your time is NOT valued and respected	10 / 10

Andrew did not ask for the sale directly. Instead he said that we would discuss financing options at a later time. He maintained a positive attitude throughout my visit. He provided me with a brochure on the Acadia and his business card, and said that he hoped to hear from me soon.

Andrew asked me for my name and phone number during our phone conversation, but he did not ask permission to keep in touch. He provided me with his business card after I requested it.

I was impressed that Andrew had vehicles waiting for me to view when I arrived for our meeting. He was not distracted, and was focused on me and my needs as a customer. Andrew was sincere and polite, and invited me to contact him with any questions.

LEVERAGING TECHNOLOGY

TABLET USAGE		
Did the sales associate use a mobile device at any point during the sales experience? (e.g. tablet, smartphone, etc.)	Yes <input type="radio"/> No <input checked="" type="radio"/>	
During the pricing, how were pricing figures communicated to you?	<input type="checkbox"/> Computer / Tablet <input checked="" type="checkbox"/> Computer printout <input type="checkbox"/> Verbal Quote <input type="checkbox"/> Handwritten Figures	

DEALERSHIP FACILITIES

CATEGORY SCORE: 100%

EXTERIOR

DIRECTIONAL SIGNAGE	<input checked="" type="radio"/> Signage identifying key guest areas (parking, entrances, Service Department, Parts Department, guest lounge, etc.) is visible and clear / you know exactly where to go <input type="radio"/> Signage identifying key guest areas is visible but you are not sure exactly where to go / how to proceed <input type="radio"/> There is no visible signage identifying key guest areas	10 / 10
BUILDING EXTERIOR(building design / architecture, landscaping, entryway, etc.)	<input checked="" type="radio"/> The exterior of the dealership 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 when driving by) <input type="radio"/> The exterior of the dealership is satisfactory, but did not enhance your initial impression of the dealership before entering <input type="radio"/> The exterior of the dealership is somewhat unsatisfactory – it detracted 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

INTERIOR

INTERIOR DESIGN & AMBIANCE(lighting, displays, furnishings, layout, flooring, ceilings, music)	<input checked="" type="radio"/> The interior design/ambiance of the dealership is exceptional – it impressed you and enhanced your overall experience (i.e. made the visit more engaging or exciting, etc.) <input type="radio"/> The interior design/ambiance of the dealership was satisfactory, but did not enhance your overall experience (did not increase excitement or engagement) <input type="radio"/> The interior design/ambiance of the dealership is somewhat unsatisfactory - it detracted from your overall experience (i.e. fell short in one or more areas - dated appearance, poor lighting, etc.)	10 / 10
FACILITY CLEANLINESS	<input checked="" type="radio"/> All aspects of the dealership are impeccably clean and well maintained (vehicles, glass, fixtures, floors, walkways, furniture, lot, etc.) <input type="radio"/> One or more areas are in minor need of attention <input type="radio"/> One or more areas are in substantial need of attention	10 / 10
DEALERSHIP AMENITIES (select all you observed)	<input checked="" type="checkbox"/> Complimentary food / beverages <input checked="" type="checkbox"/> Big Screen TV(s) <input type="checkbox"/> Customer work area(s) <input type="checkbox"/> Café <input checked="" type="checkbox"/> Children's Area <input type="checkbox"/> Valet Parking <input type="checkbox"/> Other <input type="checkbox"/> None	
DEALERSHIP AMENITIES SATISFACTION	<input type="radio"/> Dealership amenities are exceptional - amenities provided impress you and enhance your visit in some way <input checked="" type="radio"/> Dealership amenities are sufficient - amenities provided meet your basic needs, but do not enhance your visit <input type="radio"/> Dealership amenities are insufficient - amenities provided do not meet your basic needs, and detract from your experience	

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 dealership was large and all directional signs were functional. There was ample customer parking and the grounds were neat and clean. The building was very attractive and appeared new. The windows shined.

The interior was very clean and modern, with a small waiting room consisting of chairs and a big screen TV, along with a kids area. A coffee bar was nearby. Everything was clean and modern, including the service department.

There were a few employees present, both in the sales and service departments, and they were friendly but busy. Everyone smiled and acknowledged me.

OVERALL CUSTOMER IMPRESSIONS

OVERALL EXPERIENCE

How would you describe your OVERALL EXPERIENCE today?	<input type="radio"/> Truly Exceptional <input checked="" 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	
How would you describe the Sales Consultant's overall EXPERTISE regarding the dealership's products & services?	<input type="radio"/> Truly Exceptional <input checked="" type="radio"/> Very Good <input type="radio"/> Average <input type="radio"/> Somewhat Disappointing <input type="radio"/> Unacceptable	
Based on your experience with this dealership, how likely would you be to REFER a friend or family member who was in the market for a new vehicle?	<input type="radio"/> Definitely Would <input checked="" type="radio"/> Probably Would <input type="radio"/> Might or Might not <input type="radio"/> Probably Would Not <input type="radio"/> Definitely Would Not	
RETURN INTENT: Based on your experience with this dealership, how likely would you be to RETURN for future vehicle purchase needs (assuming you were considering purchasing a Buick or GMC)?	<input type="radio"/> Definitely Would <input checked="" type="radio"/> Probably Would <input type="radio"/> Might or Might not <input type="radio"/> Probably Would Not <input type="radio"/> Definitely Would Not	
How would you describe your overall impression of the dealership facility?	<input type="radio"/> Truly Exceptional <input checked="" type="radio"/> Very Good <input type="radio"/> Average <input type="radio"/> Somewhat Disappointing <input type="radio"/> Unacceptable	
Reasons for NOT returning:	<input type="checkbox"/> High Pressure to Purchase <input type="checkbox"/> Staff Attitude / Friendliness <input type="checkbox"/> Staff Product Knowledge <input type="checkbox"/> Vehicle Inventory <input type="checkbox"/> Dealership Facility <input type="checkbox"/> Convenience (hours, appointment setting, etc.) <input type="checkbox"/> Other	
BEYOND THE BASICS		
Did your experience with Buick GMC exceed your expectations?	Yes <input checked="" type="radio"/> No <input type="radio"/>	
Please explain:	The vehicles were exceptionally nice and the salesperson was accommodating and pleasant.	

My experience was smooth and hassle-free. The dealership was modern and attractive in design, and the staff was busy but everyone seemed friendly. I was treated very well by Andrew, and he gave a thorough presentation of the vehicles he was recommending. I would probably go back to this dealership to look for a car in the future, and would be likely to tell friends about my good experience.

What you liked most:

I was able to view a few very nice vehicles with a helpful salesperson in a shiny new showroom.

What could be improved:

The lounge could use work stations for customers whose cars are being serviced.