



GMC

CERTIFIED SERVICE SHOP: INTERNET & IN-DEALERSHIP

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

Shop Details Shop Month: JANUARY 2015
 Shop Week: Week of 1/4 - 1/10/15
 Shop ID: 3373150 GMIS3
 Visit Length: 64 minutes

Shop Score
93.9%

WEB INQUIRY **CATEGORY SCORE: 86.0%**

WEB INQUIRY DETAILS

Web Address (where inquiry was made): http://www.coffmantrucksgm.net/ServiceApptForm

WEBSITE DESIGN

WEBSITE DESIGN 5 / 5

- Website design is exceptionally professional / attractive (clean, uncluttered)
- Website design is mostly professional / attractive (somewhat cluttered)
- Website design appears somewhat unprofessional

WEBSITE NAVIGATION 2 / 2

- Website is exceptionally easy to navigate (locating and completing the appointment-setting form)
- Website navigation is satisfactory but some areas were slightly confusing
- Website is difficult to navigate

PRICING VISIBILITY 1 / 2

- Regular service pricing AND service specials / promotion offers are visible
- Regular service pricing is visible (only)
- Service special / promotion offers are visible (only)
- No service pricing or promotion offers are visible

PROMOTES DEALER BENEFITS 2 / 2

- Website content provides reasons to do business with the dealership (e.g. reputation, values, amenities, etc.)
- Website content does not provide reasons to do business with the dealership

INTRODUCES SERVICE PERSONNEL 0 / 2

- Website has individual personnel listed by name, with photos
- Website has individual personnel listed by name, but without photos
- Website does not list individual dealership personnel

Additional Website Features:(select all you observed)

- Home Page Links to Schedule Service or View Specials
- Additional Service Pages (Tire Center, Quick Services, etc.)
- Social Media Links (i.e. Facebook, Twitter)
- Mailing List Sign-up (for e-coupons, e-games, e-cards)
- Interactive Content (e.g. videos, etc.)
- Live Chat (with a representative)
- Other
- None

INQUIRY RESPONSE TIMING

FIRST RESPONSE TIMING 20 / 20

- Within 1 hour
- 1:01 hour - 2 hours
- 2:01 hours - 5 hours
- 5:01 hours - 24 hours
- No Response Within 24 Hours

Indicate all types of responses received within 24 hours:

- Phone call
- Automated e-mail response
- Personalized e-mail response

Was any type of response received in your Junk, Promotions or SPAM folders within 24 hours of submitting your inquiry (not counting weekends)?

Yes No

PERSONALIZED EMAIL response timing: 8 minutes

The website was very easy to navigate. The look was very clean and the colors were appealing. There was a lot of helpful information available right from the home page. It was quick and easy to schedule an appointment.

The email was received quickly. It indicated that the appointment date and time I had selected online, were not actually available. The response provided an appointment date and time that I could choose, but it was almost a week later than I had requested. Pricing for the service I had requested was included in the email, and I was thanked.

EMAIL RESPONSE QUALITY

Exact email response received (paste here):	<p>Dear XXXX XXXX, I hope you are having a great day. I wanted to let you know that we have received your request for a Service Appointment for XXX-XX-XX at XX:XX XX, unfortunately that date and time is not available. The 1st opening we have would be XXXX-XX XX and if you would like at XX:XX XX. The cost for the XXXX XXXX is \$XX.XX + tax. When you bring your vehicle to us at Coffman Truck Sales, we'll use our Vehicle Inspection Report Form to perform a full vehicle inspection which includes looking at your vehicle's tires, fluids and mileage. We'll let you know what items if any, need immediate attention or may require attention in the near future. Thanks again for choosing Coffman Truck Sales for your vehicle maintenance needs. We look forward to seeing you, if that time does not work please let me know when its convenient for you Sincerely, Dan Eckard Coffman Truck Sales 630-892-7093 dan.coffmantrucks@gmail.com</p>	
Employee who responded to your inquiry:	Dan Eckard	
CONTENT OF E-MAIL RESPONSE	<p><input checked="" type="radio"/> Information received appropriately answers your appointment request AND additional helpful information is provided (e.g. service hours, transportation options)</p> <p><input type="radio"/> Information received appropriately answers your appointment request BUT no additional information is provided</p> <p><input type="radio"/> Information received is incomplete OR does NOT provide the appointment information you requested</p>	20 / 20
EMAIL CONTENT ELEMENTS (items included or mentioned)	<p><input checked="" type="checkbox"/> Pricing for Requested Service</p> <p><input type="checkbox"/> Service Specials / Promotions Available</p> <p><input type="checkbox"/> Alternate Transportation Options</p> <p><input type="checkbox"/> Additional Services Available</p> <p><input checked="" type="checkbox"/> Contact Information (for service consultant)</p> <p><input checked="" type="checkbox"/> Customer Name (your name)</p> <p><input type="checkbox"/> NONE</p>	
QUALITY OF E-MAIL RESPONSE	<p><input checked="" type="radio"/> E-mail text is written in a clear, comprehensible manner AND is free of spelling, punctuation and/or grammatical errors</p> <p><input type="radio"/> E-mail text is NOT written in a clear, comprehensible manner OR contains minor spelling, punctuation and/or grammatical errors</p> <p><input type="radio"/> E-mail text is NOT written in a clear, comprehensible manner AND contains numerous spelling, punctuation and/or grammatical errors</p>	10 / 10
DISPLAYS UPBEAT TONE	<p><input type="radio"/> E-mail response is warm and cordial</p> <p><input checked="" type="radio"/> E-mail response is neutral but professional</p> <p><input type="radio"/> E-mail response is mechanical or unprofessional</p>	10 / 20
EXPRESSES APPRECIATION	<p><input checked="" type="radio"/> Thanks you / expresses appreciation for your interest</p> <p><input type="radio"/> Does NOT thank you / express appreciation for your interest</p>	10 / 10
OVERALL CUSTOMER IMPRESSIONS		
Based on this experience, how likely would you be to visit this dealership for your service or maintenance needs?	<p><input type="radio"/> Definitely Will</p> <p><input type="radio"/> Probably Will</p> <p><input checked="" type="radio"/> Might or Might not</p> <p><input type="radio"/> Probably Will Not</p> <p><input type="radio"/> Definitely Will Not</p>	

CUSTOMER APPROACH		CATEGORY SCORE: 100%
DIRECTIONAL SIGNAGE (for service area entrance)	<input checked="" type="radio"/> Signage identifying the service area is easily visible and clear - you know exactly where to go <input 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	5 / 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:	3	
CONVENIENCE OF APPROACH	<input checked="" 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 type="radio"/> You had to park outside and walk into the service area	5 / 5
SERVICE LANE / SERVICE DESK ATMOSPHERE	<input checked="" 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 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.)	10 / 10
VEHICLE IN-TAKE PROCESS (after entering the service bay / write-up area)	<input checked="" type="radio"/> Directional signage is clear and I know exactly where to go and what to do next <input 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	

It was easy to see where the Service department was by following the signs. It did not take long to be able to pull my car inside.

SERVICE CONSULTATION CATEGORY SCORE: 95.9%

Dan Age: 41 - 45 Gender: M Height: 5'10 Hair: Shaved/Bald

CUSTOMER RECEPTION / GREETING		
ACKNOWLEDGEMENT TIMING	<input type="radio"/> Immediately (10 seconds or less) <input checked="" 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	7 / 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

Dan greeted me quickly, in an enthusiastic manner. He addressed me by name, without asking for my name. His appearance was professional.

Dan asked me questions and confirmed my appointment details. He was focused on me, and used my name. He had a very positive attitude and appeared happy to assist me.

Dan clearly answered all of my questions and concerns. He explained the inspection, the service to be performed, and the associated cost. He informed me about a service special, he mentioned the Rewards Program, and he escorted me to the lounge.

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

SERVICE CONSULTATION
CATEGORY SCORE: 95.9%

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:	"How long will the service take?"	
Service Consultant's response:	"About 45 minutes to 1 hour."	
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
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 checked="" type="checkbox"/> Service Specials / Promotions <input type="checkbox"/> Transportation Options (shuttle, loaner vehicle, etc.) <input checked="" type="checkbox"/> Dealership Advantages <input checked="" type="checkbox"/> Rewards or Loyalty Programs <input type="checkbox"/> NONE OF THE ABOVE <input type="checkbox"/> Other	
Service specials / promotions discussed:	He told me about the \$49.95 oil change and tire rotation special.	
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 checked="" type="checkbox"/> Wi-Fi (Wireless Internet) <input checked="" type="checkbox"/> Complimentary Food / Beverages <input checked="" type="checkbox"/> Children's Play Area <input checked="" type="checkbox"/> Individual Work Stations <input checked="" type="checkbox"/> Current Reading Materials <input type="checkbox"/> Other <input type="checkbox"/> None of the above	

The customer waiting area was very nice, clean, and comfortable. There was a children's area for kids to sit.

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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SERVICE SPEED

CATEGORY SCORE: 84.6%

COMMITTS TO A COMPLETION TIME	<input type="radio"/> Proactively informs you how long the service will take to complete <input checked="" 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	5 / 15
QUOTED WAIT TIME (MINUTES):	60	
ACTUAL WAIT TIME vs. QUOTED	<input checked="" 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 type="radio"/> Over 15 min beyond quoted time	40 / 40
YOUR TIME IS VALUED	<input checked="" 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 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	10 / 10

The service was completed in less time than I was quoted. I felt the process was quick and my time was valued.

SERVICE DELIVERY

CATEGORY SCORE: 95.6%

Dan Age: 41 - 45 Gender: M Height: 5'10 Hair: Shaved/Bald

DELIVERY CONSULTATION

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 type="checkbox"/> Provides Pricing (for recommended work) <input 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	
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:	No recommendations were made.	
Was a Maintenance Menu Provided?	Yes <input type="radio"/> No <input checked="" 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
PAYMENT PROCESS		
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

Dan came to get me in the lounge when my vehicle was done. He reviewed the work that had been done and gave me the inspection form to take with me. I felt he was honest and cared about making sure my needs had been met.

Dan made sure I was satisfied with everything that had been done. He asked if there was anything else that he could help me with, and thanked me a very genuine manner.

Dan handled the payment process. It was taken care of very quick and conveniently.

My vehicle had been parked inside the dealership and was easy to find. It was in the same condition as I had left it in.

SERVICE DELIVERY		CATEGORY SCORE: 95.6%
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
VEHICLE DELIVERY ESCORT	<input type="radio"/> You are personally escorted to your vehicle <input checked="" 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	10 / 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
Indicate any of the following that describe your vehicle at delivery:	<input 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"/> NONE OF THE ABOVE	

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 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	
Reason(s) FOR returning:	<input checked="" type="checkbox"/> Service Speed <input checked="" type="checkbox"/> Dealership Staff <input checked="" type="checkbox"/> Convenience (hours, appointment setting, etc.) <input checked="" 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	

I enjoyed how quickly Dan contacted me to confirm my appointment. The entire dealership looked very neat and professional. Dan provided outstanding customer service. I would definitely return.

OVERALL CUSTOMER IMPRESSIONS

Did anything unexpected happen during the experience that positively surprised you or made it MEMORABLE?	Yes <input type="radio"/>	No <input checked="" type="radio"/>	
What I liked most:	I enjoyed Dan's great customer service, as well as the waiting lounge.		
What could be improved:	I thought everything was great.		