

DALE Name: VTN: Survey Type: Event Date: Survey Mail Date: Receipt Date: DealerPulse Post Date:
PDS 03/19/15 04/03/15 04/15/15 04/20/15



Chevrolet Purchase and Delivery Satisfaction Survey

About Your Chevrolet Dealership's Facilities

	Completely Satisfied	Very Satisfied	Satisfied	Somewhat Satisfied	Not At All Satisfied
1. Thinking about your dealership, how satisfied were you with...					
- The convenience of the dealership's showroom hours?.....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- The cleanliness and attractiveness of the facilities?.....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- The variety of vehicles and options available for your inspection?.....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

About Your Sales Consultant

	Completely Satisfied	Very Satisfied	Satisfied	Somewhat Satisfied	Not At All Satisfied	Does Not Apply/Not Required
2. How satisfied are you that you were treated in a professional and courteous manner?.....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. How satisfied were you with the Sales Consultant's...						
- Willingness to take the time necessary to thoroughly understand your vehicle needs?.....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Knowledge of Chevrolet vehicles?.....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Knowledge of other vehicles in the market?.....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Assistance in selecting an appropriate vehicle?.....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Yes	No		Does Not Apply/Not Required		
4. Were you <u>offered</u> a demonstration ride/drive in the model of your choice?.....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
5. When you picked up your vehicle, were you greeted with friendliness and enthusiasm?.....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
6. Were you <u>offered</u> ...						
- An orientation tour of the dealership, including the Service Department?.....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
- An orientation drive at the time of delivery to become familiar with <u>your</u> new vehicle before taking it home?.....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			

	Completely Satisfied	Very Satisfied	Satisfied	Somewhat Satisfied	Not At All Satisfied	Does Not Apply/Not Required
7. How satisfied were you with the explanation of...						
- Your vehicle's features and operations?.....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- OnStar® features and benefits, including Hands-Free Calling?.....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- The warranty, owner's manual, and maintenance schedule?..	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Chevrolet's Roadside Assistance?.....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. At the time of delivery, how satisfied were you with...						
- The appearance of your new Chevrolet?.....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
- The operation of your new Chevrolet?.....	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

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9. Since taking delivery of your new vehicle, has your Sales Consultant or another dealership representative contacted you to thank you for your purchase and resolve any concerns?

Yes No Don't Know/ Not Sure
☒ ☐ ☐
 Completely Satisfied Very Satisfied Satisfied Somewhat Satisfied Not At All Satisfied

10. Overall, how satisfied were you with the assistance you received from your Sales Consultant?.....

☒ ☐ ☐ ☐ ☐

About the Financial Process

Completely Satisfied Very Satisfied Satisfied Somewhat Satisfied Not At All Satisfied Does Not Apply/Not Required

11. How satisfied were you that...

- The vehicle price and/or payments were discussed in a thorough and straightforward manner?.....
- You were given a thorough explanation of the financing options available?.....

☒ ☐ ☐ ☐ ☐ ☐
☒ ☐ ☐ ☐ ☐ ☐

12. How satisfied were you with the review and explanation of all the paperwork?

☒ ☐ ☐ ☐ ☐ ☐

13. Overall, how satisfied were you with how the financial process was handled by your dealership?

☒ ☐ ☐ ☐ ☐ ☐

Summing Up Your Experience

14. Based on your overall purchase/lease and delivery experience, how satisfied are you with JON MURDOCK CHEVROLET?.....

Completely Satisfied Very Satisfied Satisfied Somewhat Satisfied Not At All Satisfied
☒ ☐ ☐ ☐ ☐

Definitely Would Recommend Neutral Definitely Would Not Recommend

15. Based on your overall purchase/lease and delivery experience, how likely are you to recommend dealership to a friend, family member, or colleague?

10 9 8 7 6 5 4 3 2 1 0

16. Based on your experience to date, how satisfied are you with your vehicle?.....

Completely Satisfied Very Satisfied Satisfied Somewhat Satisfied Not At All Satisfied
☐ ☐ ☐ ☐ ☐

17. Are you... ☐ Male ☒ Female

18. Your age... ☐ Under 25 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☒ 55-64 ☐ 65 or older

19. Do you have any comments/recommendations that you would like to share with your dealership and Chevrolet?

Customer comments appear below.

The Sales Manager, Joe Baumgartner was very friendly, helpful and made us feel very welcomed at Jon Murdock. Thanks Joe from Dale and Jackie Yonning.

20. May we include your name when providing this survey information to your dealership? Your dealership or Chevrolet may follow up with you to resolve any customer concerns you have indicated.....

Yes No
☒ ☐

