

LANE Name: VIN: [REDACTED]

Survey Type: PDS

Event Date: 12/19/15

Survey Mail Date: 01/08/16

Receipt Date: 01/17/16

DealerPulse Post Date: 01/20/16



Chevrolet Purchase and Delivery Satisfaction Survey

About Your Experience

	Completely Satisfied	Very Satisfied	Satisfied	Somewhat Satisfied	Not At All Satisfied	Does Not Apply/Not Required
1. How satisfied are you that you were treated in a professional and courteous manner?	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
2. How satisfied were you with the Sales Consultant's willingness to take the time necessary to thoroughly understand your vehicle needs?	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
3. How satisfied were you with the Sales Consultant's knowledge of Chevrolet vehicles?	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
	Yes	No	Does Not Apply/Not Required			
4. Were you offered an orientation tour of the dealership, including the Service Department?	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>			

	Completely Satisfied	Very Satisfied	Satisfied	Somewhat Satisfied	Not At All Satisfied	Does Not Apply/Not Required
5. How satisfied were you with the explanation of your vehicle's features and operations?	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
6. Overall, how satisfied were you with how the financial process was handled by your dealership?	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
7. Based on your overall purchase/lease <u>and</u> delivery experience, how satisfied are you with this dealership?	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

	Definitely Would Recommend					Neutral			Definitely Would Not Recommend		
8. Based on your overall purchase/lease and delivery experience, how likely are you to recommend dealership to a friend, family member, or colleague?	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	10	9	8	7	6	5	4	3	2	1	0

9. Did the dealership staff offer to pair/connect your phone to the Bluetooth system?
- Yes No
10. At the time of delivery how satisfied were you with the appearance of your new vehicle?
- Completely Satisfied Very Satisfied Satisfied Somewhat Satisfied Not At All Satisfied

11. How likely are you to recommend Chevrolet to a friend, family member, or colleague?
- Definitely Would Recommend Neutral Definitely Would Not Recommend
- 10 9 8 7 6 5 4 3 2 1 0

12. Are you... ☒ Male ☐ Female
13. Your age... ☐ Under 25 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☒ 65 or older
14. Do you have any comments/recommendations that you would like to share with your dealership and Chevrolet?

Customer comments appear below.

Murdoch sales personnel were professional and went the extra mile to satisfy my requirements. I appreciated not only the interest they displayed on the day of the sale but their enthusiastic concern they exhibited when I had several follow-up inquiries. They have been helpful, vividly interested in me and my truck.....I would recommend to others.

15. 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

Not all customers are asked all of the questions below. They are presented based on the customers response to the earlier question. The capitalized portion of each question indicates the responses that will trigger these follow-up questions.

16. You mentioned you were SOMEWHAT SATISFIED or NOT AT ALL SATISFIED with the explanation of your vehicle's features and operations. Please tell us specifically what happened and how we can improve.

Based on previous responses, this customer was not presented with this question.

17. You mentioned you were SOMEWHAT SATISFIED or NOT AT ALL SATISFIED with how the financial process was

handled by your dealership. Please tell us specifically what happened and how we can improve.

Based on previous responses, this customer was not presented with this question.

19. Earlier when we asked you how likely you would be to recommend Chevrolet you indicated SCALE ITEM on a zero to ten scale, please tell us why?

Quickly closed the deal.....exhibited keen interest getting me in my truck quickly, then was extremely helpful in follow-up.