

Your Service Experience *(continued)*

5 Picking Up Your Vehicle

Excellent Very Good Good Fair Poor

- a. Explanation of service performed and any charges
- b. Advising you of any future vehicle maintenance needs
- c. Amount of time it took to get your vehicle after service
- d. Keeping your vehicle clean during service
- e. The overall process of picking up your vehicle
- f. Did Ford Hometown Motors review a Multi-Point Inspection Report Card with you?

6 After Service Follow-up and Concern Handling

Yes No

- a. Did your dealership follow up with you to ensure your satisfaction?
- b. Did you have any concerns about your service experience? - If NO, please skip to Question 7.
- c. Did you let your dealership know about your concern(s)?
- d. Has your concern(s) been resolved to your satisfaction?

Excellent Very Good Good Fair Poor

- e. How would you rate Ford Hometown Motors in terms of the overall handling of your concern(s)?

Recommendations

7 Based on your experience, would you recommend Ford Hometown Motors to your friends or family as a place to have a vehicle serviced?

Definitely Would Probably Would Maybe Would, Maybe Not Probably Would Not Definitely Would Not

-

Your Vehicle

8 How satisfied are you with the overall quality of your 2005 Ford Focus?

Completely Satisfied Very Satisfied Fairly Well Satisfied Somewhat Dissatisfied Very Dissatisfied

-

Tell Us About Yourself

9 Your gender: Female Male

10 Your age: Under 25 25-34 35-44 45-54 55-64 65-74 75 or over

11 Your ethnic background: *(Mark all that apply.)*

- Asian/Pacific Islander Hispanic/Latino Native American Prefer not to answer
- Black/African American White/Caucasian Other

12 Are you the person indicated on the front of this survey? Yes No

VIN# 1FMDK02196GA00000

Comments About Your Service Experience *(Please print.)*

Help us update our records!

Mr. John Q. Sample
123 Main Street
Apt. 54
Hometown, MI 12345

Please print changes.

Name _____
(Title: Mr./Ms./Mrs.) (First/Middle/Last)

Address _____

City _____ State _____ ZIP _____

Phone _____

E-mail _____

▶ Please return in the postage-paid envelope provided. Do not return this survey to your dealership.

▶ Please mark here if you do not want your name and comments shared with your dealer.

Thank you!

