

Your Service Experience

How would you rate Ford Hometown Motors in terms of . . .

4 Bringing In Your Vehicle

a. Ability to take vehicle for maintenance service without an appointment . . .

b. Hours and days of operation

c. Efficiency of vehicle check-in process

5 Servicing Your Vehicle

a. Understanding of your service needs

b. Treating you as a valued customer

c. Comfortable waiting area with things to do while waiting

d. Length of time to complete your service work

e. Having your vehicle ready when promised

f. Your Service Advisor's overall handling of your service visit

g. Quality of service performed

6 After Your Vehicle Service is Complete

a. Review of service completed and any charges

b. Value for the money.

c. Process of getting vehicle back to you after the service

7 Did your dealership . . .

a. Review your Multi-Point Inspection Report Card with you?

b. Follow up with you after the service to ensure your satisfaction?

c. Did you have any concerns regarding this maintenance service experience?

8 Based on your experience at Ford Hometown Motors, would you . . .

a. Return to this dealership for future oil changes or other routine service? . . .

b. Recommend this dealership for paid service or repairs?

c. Recommend this dealership as a place to purchase or lease a new vehicle?

d. Recommend a Ford Motor Company product—Ford, Mercury, or Lincoln?

ExcellentVery GoodGoodFairPoor

ExcellentVery GoodGoodFairPoor

YesNo

ExcellentVery GoodGoodFairPoor

Definitely WouldProbably WouldMaybe Would, Maybe NotProbably Would NotDefinitely Would Not

Tell Us About Yourself

9 Your gender: ☐ Female ☐ Male

10 Your age: ☐ Under 25 ☐ 25-34 ☐ 35-54 ☐ 55-74 ☐ 75 or over

Comments About Your Service Experience (Please print.)

Liked Most?

Could be improved?

Help us update our records!

Mr. John Q. Sample123 Main StreetApt. 54Hometown, MI 12345

Please print changes.

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

Address

CityStateZIP

Phone

E-mail

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

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

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Thank you!