

## **Vehicle Maintenance Survey**



Ann Arbor, Michigan 48106-0930

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

2006 Ford Focus Serviced on September 30

## Complete the Survey Online!

If you prefer, this survey is also available online at:

https://www.FordViewpoint.com

Please enter your personal login information noted.

User ID: 1234567890 PIN: A12345BC

Dear Mr. Sample:

Ford Hometown Motors appreciated the opportunity to perform maintenance service on your 2006 Ford Focus. Please take a few moments to complete this survey.

The information you provide will be used by Ford Hometown Motors to improve the vehicle maintenance service process. This information is not shared or disclosed to outside parties for their own sales or marketing efforts.

Thank you in advance for your time in completing this survey.

Sincerely,

Frederiek Toney

President, Ford Customer Service Division

Ford Motor Company

## **Your Overall Experience**

This survey should be completed by the person most familiar with the September 30, 2009 servicing of your 2006 Ford Focus.

1	•	ou still have your 2006 Ford Focus											
	Yes→ If YES, please check this box and continue												
2		satisfied are you with your overall ember 30, 2009 at Ford Hometown		vice experience on	Completely Satisfied	Very Satisfied	Fairly Well Satisfied		Very Dissatisfied				
3 Please mark the <u>ONE</u> most important reason why you selected Ford Hometown Motors for the service you had on September 30, 2009.													
		Competitive price		Factory trained technicians	6								
		Use of factory parts		Open when convenient for	me								
		Convenient location		Good value for the money									
		Bought my vehicle there		No appointment needed									
		Purchased service contract		Had warranty work done a	t same time	e							
		Coupon or advertised special		Previous experience with t	he dealersh	nip							
		Amenities offered by dealership		Staff knows my vehicle's s	ervice need	ds							
		Fast and efficient service		Alternative transportation (	e.g., shuttle	e, rental car	r, etc.)						
		Recommended to me		Other:									

## **Your Service Experience**

How would you rate Ford Hometown Motors in terms of							
4 Bringing In Your Vehicle	Excellent	Very Good	Good	Fair	Poor		
a. Ability to take vehicle for maintenance service without an appointment	. 🗆	🗆	□	. 🗆	$\square$		
b. Hours and days of operation				. 🛚	🗆		
c. Efficiency of vehicle check-in process	. 🗆	🗆	□	. 🗆	$\square$		
5 Servicing Your Vehicle	Excellent	Very Good	Good	Fair	Poor		
a. Understanding of your service needs	. 🗆	🗆	□	. 🗆	🗆		
b. Treating you as a valued customer	. 🗆	🗆	□	. 🗆	$\square$		
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		Very Good	Good	Fair	Poor		
a. Review of service completed and any charges			<u> </u>		🗆		
b. Value for the money					⊔		
c. Process of getting vehicle back to you after the service	. Ц	Ш	□	. ⊔	⊔		
7 Did your dealership	Yes	No					
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?			NO, please s	skin to Ouo	ction 9		
service experience?							
	Excellent	Very Good	Good	Fair	Poor		
d. Please rate how well your dealership resolved your concern	. 🗆	🗆	□	. 🗆	🗆		
8 Based on your experience at Ford Hometown Motors, would you	Definitely Would						
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?	_				🗆		
d. Hecommend a Ford wotor Company product—Ford, weredry, or Emcom:	ш	Ш	ш	. 🗆	⊔		
ell Us About Yourself							
• • • • • • • • • • • • • • • • • • • •							
9 Your gender:    Female    Male							
<b>10 Your age:</b>	74 🗆	75 or over					
Osmonanta Alesat Varra Osmolas Francois as		Help us			)2196GA00000		
Comments About Your Service Experience (Please print.)		•	upuate o	ui recore	<u>us</u> :		
Liked Most?	—   123 M	hn Q. Sample ain Street			Please print		
	Apt. 54	1 own, MI 12345			changes.		
	_   Name						
Could be improved?	_	(Title: Mr./Ms./Mı	rs.)	(First/Middle/	Last)		
	Addres	SS					
	_		State		ZIP		
Diagon mark hare if you do not want your name and written comments	Phone						
▶ ☐ Please mark here if you do not want your name and written comments shared with your dealer.	E-mail						
Please return in the postage-paid envelope provided. Do not return this survey to y	our dealers	hip.					

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Thank you!

