



START

FINISH

Unacceptable Truly
Exceptional

1 2 3 4 5 6 7 8 9 10

Compared to your expectations for a luxury vehicle, how would you rate the Mercedes-Benz you recently purchased?



Setting aside your satisfaction with the vehicle itself, please answer the following questions related specifically to your purchase experience at

	Unacceptable								Truly Exceptional	
	1	2	3	4	5	6	7	8	9	10
Compared to your expectations for what a luxury purchase experience should be, would you say your overall purchase experience at was:	<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"/>



Please provide a response for the item(s) marked below.

Setting aside your satisfaction with the vehicle itself, please answer the following questions related specifically to your purchase experience at

	Unacceptable								Truly Exceptional	
	1	2	3	4	5	6	7	8	9	10
<p>* Compared to your expectations for what a luxury purchase experience should be, would you say your overall purchase experience at was:</p>	<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"/>



Much harder than expected **Harder than expected** **Same as expected** **Easier than expected** **Much easier than expected**

How easy was your purchase experience at Inc?

Is there anything you would like to comment on regarding the ease of completing your purchase?

Empty text input area for comments.

Not at all Likely **Extremely Likely**

1 2 3 4 5 6 7 8 9 10

How likely are you to recommend your friends and family?



You provided a 10 on the previous question. What is the main reason for the score you provided?

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Please rate your **salesperson** in the following areas:

	Unacceptable								Truly Exceptional	
	1	2	3	4	5	6	7	8	9	10
Personal service and attention	<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"/>
Knowledge of the Mercedes-Benz brand and vehicles	<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"/>
Concern that you purchased the best vehicle for your needs	<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"/>
Honoring commitments made to you	<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"/>

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	Unacceptable								Truly Exceptional	
	1	2	3	4	5	6	7	8	9	10
Please rate the ease of agreeing to the vehicle price.	<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"/>

Please rate the **finance or purchase process** in the following areas:

	Unacceptable								Truly Exceptional	
	1	2	3	4	5	6	7	8	9	10
Thorough explanation of documents	<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"/>
Honoring commitments made to you	<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"/>
Respect for the value of your time	<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"/>



Please rate the **vehicle delivery process** in the following areas:

	Unacceptable								Truly Exceptional	
	1	2	3	4	5	6	7	8	9	10
Explanation of your vehicle's features	<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"/>
Amount of time spent during delivery	<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"/>
Condition of the vehicle (clean, free from dings/scratches)	<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"/>



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Upon delivery, did

Provide a full tank of fuel?

- Yes
- No

Use a Delivery iPad app to personalize your delivery?

- Yes
- No

Provide an overview/introduction of the service department or provide an update of service options?

- Yes
- No



Please rate the **dealership facilities** in the following areas:

	Unacceptable							Truly Exceptional		
	1	2	3	4	5	6	7	8	9	10
Cleanliness	<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"/>
Ease of viewing inventory (well organized, vehicles parked for easy access, etc.)	<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"/>
Comfort and amenities	<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"/>

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Did your salesperson, or another representative of the dealership, contact you since you took your vehicle home to check on your satisfaction with the vehicle?

- Yes
- No

Do you have any unresolved questions or concerns that you would like to be contacted about?

- Yes
- No

Please provide any additional comments or suggestions to help us improve your next vehicle purchase experience at

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Did any employees of _____ tell you to expect a survey about your purchase experience?

- Yes
- No