

# 2017 Cadillac PDS Survey

Thank you for your <Model> purchase/lease at <Dealership Name>.

We appreciate you taking the time to complete the following survey regarding your purchase experience. The insight you provide about the dealership personnel and facilities will enable us to improve the purchase experience with Cadillac and <Dealership Name>.

- $\begin{tabular}{ll} 1. & Have you recently taken delivery of a <BRAND> <MODEL> from <DEALER>, <TOWN>? \\ & No (if No, survey ends) \\ \end{tabular}$
- 2. How likely are you to recommend the dealer to your family or friends?

0 1 2 3 4 5 6 7 8 9 10

3. Based on your overall purchase or lease and delivery experience, how satisfied are you with <DEALER>?

Not at all satisfied Slightly satisfied Somewhat satisfied Very satisfied Completely satisfied

4. How satisfied were you with the knowledge and helpfulness of the dealership personnel?

Not at all satisfied Slightly satisfied Somewhat satisfied Very satisfied Completely satisfied

5. How satisfied were you with the ease and efficiency of the sales experience?

Not at all satisfied Slightly satisfied Somewhat satisfied Very satisfied Completely satisfied

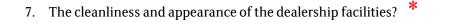
6. How satisfied were you that the dealership personnel treated you in a courteous and transparent manner?

Not at all satisfied Slightly satisfied Somewhat satisfied Very satisfied Completely satisfied



#### **FACILITY**

How satisfied were you with...



Not at all satisfied Slightly satisfied Somewhat satisfied Very satisfied Completely satisfied

## 8. The organization and ease of access to the dealership's inventory? \*

Not at all satisfied Slightly satisfied Somewhat satisfied Very satisfied Completely satisfied

#### **SALES CONSULTANT**

How satisfied were you that your Sales Consultant ...

9. Thoroughly understood your vehicle needs? \*

Not at all satisfied Slightly satisfied Somewhat satisfied Very satisfied Completely satisfied

10. Demonstrated thorough knowledge of Cadillac vehicles? \*

Not at all satisfied Slightly satisfied Somewhat satisfied Very satisfied Completely satisfied

#### **WORKING OUT THE DEAL**

How satisfied were you that...

11. The vehicle price and/or payments were discussed in a thorough and straightforward manner? \*

Not at all satisfied Slightly satisfied Somewhat satisfied Very satisfied Completely satisfied



| 12. | 2. Your time was respected during the final paperwork process? *  |                    |  |   |                        |                          |  |
|-----|---|--------------------|--|---|------------------------|--------------------------|--|
|     | Not at all satisfied  | Slightly satisfied | Somewhat satisfied   | Very satisfied  | Completely satisfied   |                          |  |
|     | DELIVERY PROCESS AND FOLLOW-UP  |                    |  |   |                        |                          |  |
| 13. | Did you request a vehicle delivery at your preferred location?  |                    |  |   |                        |                          |  |
|     | Yes   |                    | No (Skip to Q15)   |   |                        |                          |  |
| 14. | 14. Were you offered to have this service provided to you within a time frame that was convenient for you |                    |  |   |                        |                          |  |
|     | Ye  | S                  | No   |   |                        |                          |  |
| 15. | 15. How satisfied were you with the explanation of your vehicle's features and operations? *              |                    |  |   |                        |                          |  |
|     | Not at all satisfied  | Slightly satisfied | Somewhat satisfied   | Very satisfied  | Completely satisfied   | Did not need explanation |  |
| 16. | How satisfied were  | e you with the con | ndition of your <br< td=""><td>AND&gt; <model< td=""><td>.&gt;? (e.g., clean, unda</td><td>maged) *</td></model<></td></br<> | AND> <model< td=""><td>.&gt;? (e.g., clean, unda</td><td>maged) *</td></model<> | .>? (e.g., clean, unda | maged) *                 |  |
|     | Not at all satisfied  | Slightly satisfied | Somewhat satisfied   | Very satisfied  | Completely satisfied   |                          |  |
|     | During delivery o   | of your vehicle    |  |   |                        |                          |  |
| 17. | . Were you told about the "Courtesy Follow-up Delivery" service during the delivery of your vehicle?      |                    |  |   |                        |                          |  |
|     | Ye  | S                  | No   |   |                        |                          |  |
| 18. | Did you receive a full tank of fuel in your Cadillac when you took delivery?                              |                    |  |   |                        |                          |  |
|     | Ye  | s                  | No   |   |                        |                          |  |
|     |   |                    |  |   |                        |                          |  |



### **WRAPPING THINGS UP**

| 19. | After the delivery of your vehicle, were you contacted by the dealership to determine your satisfaction  |  |  |  |  |  |
|-----|--|--|--|--|--|--|
|     | with the purchase experience? *  |  |  |  |  |  |
|     | Yes No   |  |  |  |  |  |
| 20. |  |  |  |  |  |  |
| •   | ASK IF Q3 = Completely Satisfied - Please tell us what made you so satisfied with your experience."<br>$\circ$ -Open Text  |  |  |  |  |  |
| •   | ASK IF Q3 = Very Satisfied - Was there anything the dealership could have done to make your experience better?"  |  |  |  |  |  |
|     | o -Open Text   |  |  |  |  |  |
| •   | ASK IF Q3 = Somewhat Satisfied or below - What could be improved to make your experience better?" -Open Text   |  |  |  |  |  |
| 21. | Thinking about <brand>, how likely are you to recommend Cadillac to your family or friends?</brand>  |  |  |  |  |  |
|     | 0 1 2 3 4 5 6 7 8 9 10   |  |  |  |  |  |
| 22. | May we include your name when providing this survey information to your dealership? Your dealership or Cadillac may follow-up with you by phone or email to resolve any concerns you have indicated. |  |  |  |  |  |
|     | Yes No   |  |  |  |  |  |
|     | * Included in weighted Cadillac PDS Index  |  |  |  |  |  |