



Sales Experience Survey

Dear Roger Pao,

We want to take this opportunity to thank you for your recent purchase of a new 2010 BMW 328i Sedan. To help us better serve you in the future, please take a few minutes to complete the following questionnaire using the scale provided:

1. Overall, please rate your satisfaction with your sales experience at Irvine BMW.

Unacceptable					Average		Outstanding			Truly Exceptional	
0	1	2	3	4	5	6	7	8	9	10	N/A
<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"/>	<input checked="" type="radio"/>	<input type="radio"/>

2. Overall, please rate your satisfaction with the Sales Advisor's handling of the sales process.

Unacceptable					Average		Outstanding			Truly Exceptional	
0	1	2	3	4	5	6	7	8	9	10	N/A
<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"/>	<input checked="" type="radio"/>	<input type="radio"/>

Please rate the following Sales Advisor attributes:

a. Courtesy while serving you:

Unacceptable					Average		Outstanding			Truly Exceptional	
0	1	2	3	4	5	6	7	8	9	10	N/A
<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"/>	<input checked="" type="radio"/>	<input type="radio"/>

b. Level of honesty and integrity:

Unacceptable					Average		Outstanding			Truly Exceptional	
0	1	2	3	4	5	6	7	8	9	10	N/A
<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"/>	<input checked="" type="radio"/>	<input type="radio"/>

c. Ability to answer all your questions:

Unacceptable					Average		Outstanding			Truly Exceptional	
0	1	2	3	4	5	6	7	8	9	10	N/A
<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"/>	<input checked="" type="radio"/>	<input type="radio"/>

d. Consideration of your time:

Unacceptable					Average		Outstanding			Truly Exceptional	
0	1	2	3	4	5	6	7	8	9	10	N/A
<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"/>	<input checked="" type="radio"/>	<input type="radio"/>

e. Attentiveness:

Unacceptable					Average		Outstanding			Truly Exceptional	
0	1	2	3	4	5	6	7	8	9	10	N/A
<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"/>	<input checked="" type="radio"/>	<input type="radio"/>

f. Product knowledge:

Unacceptable					Average		Outstanding			Truly Exceptional	
0	1	2	3	4	5	6	7	8	9	10	N/A
<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"/>	<input checked="" type="radio"/>	<input type="radio"/>

Please provide any additional detail you feel may help us serve you better in this area.

Return my car key immediately after checking the VIN for trade in value instead of holding on to them.

3. Please rate our staff on valuing your business.

Unacceptable					Average		Outstanding			Truly Exceptional	
0	1	2	3	4	5	6	7	8	9	10	N/A
<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"/>	<input checked="" type="radio"/>	<input type="radio"/>

Please provide any additional detail you feel may help us serve you better in this area.

4. Were you offered a test drive?

- Yes
- No
- No, but I did not require one
- N/A

Please provide any additional detail you feel may help us serve you better in this area

5. Please rate the dealer's ability to clearly explain your lease / purchase options to you.

Unacceptable					Average		Outstanding			Truly Exceptional	
0	1	2	3	4	5	6	7	8	9	10	N/A
<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"/>	<input checked="" type="radio"/>	<input type="radio"/>

Please provide any additional detail you feel may help us serve you better in this area.

6. Please rate our handling of the sales paperwork and finance process.

Unacceptable					Average		Outstanding			Truly Exceptional	N/A
0	1	2	3	4	5	6	7	8	9	10	N/A
<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"/>	<input checked="" type="radio"/>	<input type="radio"/>

Please provide any additional detail you feel may help us serve you better in this area.

7. Please rate the time required to complete the sales transaction with us.

Unacceptable					Average		Outstanding			Truly Exceptional	N/A
0	1	2	3	4	5	6	7	8	9	10	N/A
<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"/>	<input checked="" type="radio"/>	<input type="radio"/>

Please provide any additional detail you feel may help us serve you better in this area.

There was someone before us. They only had one finance person working, so we had to wait before it was our turn. The wait was not fun as we had two kids with us who were

8. Please rate the condition of your vehicle at the time of delivery.

Unacceptable					Average		Outstanding			Truly Exceptional	N/A
0	1	2	3	4	5	6	7	8	9	10	N/A
<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 checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please provide any additional detail you feel may help us serve you better in this area.

There was a small paint chip. Service tried to touch up but the color did not match in bright sunlight. Spectrum Collision had three days to try and touch up. It's still not perfect. If I

9. Please rate the amount of time spent with you the day of vehicle delivery.

Unacceptable					Average		Outstanding			Truly Exceptional	N/A
0	1	2	3	4	5	6	7	8	9	10	N/A
<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"/>	<input checked="" type="radio"/>	<input type="radio"/>

Please provide any additional detail you feel may help us serve you better in this area.

10. Did your Sales Advisor or Delivery Specialist explain your vehicle's features and controls, warranties and no cost maintenance program to your satisfaction?

Yes
 No
 N/A

Please provide any additional detail you feel may help us serve you better in this area.

If no, please select the items not covered to your satisfaction:

- | | |
|---|--|
| <input type="checkbox"/> Radio / Audio Functionality | <input type="checkbox"/> Navigation system functionality |
| <input type="checkbox"/> Seat operation / Functionality | <input type="checkbox"/> BMW Roadside Assistance |
| <input type="checkbox"/> Heating / Air Conditioning Functionality | <input type="checkbox"/> BMW Assist |
| <input type="checkbox"/> Cruise Control Operation | <input type="checkbox"/> No Cost Maintenance |
| <input type="checkbox"/> Hands Free Functionality | <input type="checkbox"/> Vehicle's Warranty |

If the function is not listed above, please tell us of the item that was not explained to your satisfaction.

After experiencing your new BMW for the first few days, did any features come to mind that could be improved by BMW Engineering?

11. My previous car is a 2001 BMW 330i.

12. Please rate our facility with regard to meeting your expectations for cleanliness and comfort.

Unacceptable					Average		Outstanding			Truly Exceptional	N/A
0	1	2	3	4	5	6	7	8	9	10	
<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"/>	<input checked="" type="radio"/>	<input type="radio"/>

Please provide any additional detail you feel may help us serve you better in this area





Instructions/Channel Guide for the TVs in the waiting room would be nice. Better yet, provide Internet web access on the TV with wireless keyboards and built in mouse/trackball

13. After taking delivery, did the sales person or a representative from our dealership contact you by e-mail or phone to ensure that the sales experience was to your satisfaction?

- Yes No N/A

Please provide any additional detail you feel may help us serve you better in this area.

14. Overall, would you recommend Irvine BMW to a family member or close friend for their future purchase needs?

-  Yes, I already have
-  Yes, I will in the future
-  Not sure at this time
-  No, I will not in the future
- N/A

15. Were accessory options presented that would complement your ownership experience?

- Yes No N/A

Please provide any additional detail you feel may help us serve you better in this area.

Factory manufactured tinted windows would be nice (not an applied film, but embedded in the glass). At least 100% UV protection at a minimum.

Please provide any additional detail you feel may help us serve you better in the future.

If you require further assistance, please indicate below whether you would like to be contacted by Irvine BMW or by the corporate office of BMW of North America, LLC.

I would like to be contacted by Irvine BMW.

I would like to be contacted by the corporate office of BMW of North America, LLC.

Submit
