



2005 CUSTOMER SURVEY

AUTOMOTIVE SERVICE – COMPOSITE RESULTS

Results compiled from a National Shopping Service survey related to automobile repair, cost estimates and purchase of services. In this nation-wide survey utilizing 3,674 individual responses, respondents rated items on a scale of 1 (least important) to 5 (most important).

Highest Priorities for Customers

Overall:	Avg.
1. I want the price of my service to be reasonable.	4.87
2. I want my service/repair to be explained in terms I understand.	4.83
3. I don't want to be talked to in a condescending fashion.	4.82
4. I don't want to feel pressured.	4.80
5. I want a receipt.	4.79
6. I don't want greasy fingerprints all over my car.	4.76
7. I want a written estimate.	4.73
8. Other.	4.72
9. At night, I want a very brightly lit site exterior (to feel safe).	4.67
10. I want to see the price posted somewhere for the service/repairs I'm looking for.	4.62
Female:	Avg.
1. I want the price of my service to be reasonable.	4.88
2. I want my service/repair explained to me in terms I understand.	4.84
3. I don't want to be talked to in a condescending fashion.	4.83
4. I don't want to feel pressured.	4.82
5. I want a receipt.	4.80
6. I don't want greasy fingerprints all over my car.	4.76
7. I want a written estimate.	4.74
8. Other.	4.74
9. At night, I want a very brightly lit site exterior (to feel safe).	4.73
10. I want a clean place to wait.	4.63
Male:	Avg.
1. I want the price of my service to be reasonable.	4.82
2. I want my service/repair explained to me in terms I understand.	4.78
3. I don't want to be talked to in a condescending fashion.	4.75
4. I don't want greasy fingerprints all over my car.	4.74
5. I want a receipt.	4.74
6. I don't want to feel pressured.	4.73
7. I want a written estimate.	4.68
8. Other.	4.67
9. I want to see the price posted somewhere for the service/repairs I'm looking for.	4.53
10. I want a clean place to wait.	4.47



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Lowest Priorities for Customers

Overall:	Avg.
1. I want coffee/water available in the waiting room.	3.58
2. I want the employee(s) to be in a company uniform.	3.85
3. I want the employee(s) to wear a name badge.	4.03
4. I want the gas pumps and surrounding area to be clean.	4.12
5. I don't want to stand in line to pay.	4.14
6. I want the employee(s) to look clean and neat.	4.15
7. I want vehicle manufacturer's service recommendations written.	4.29
8. I want the service bays to be clean and maintained.	4.38
9. I want the employee to offer a polite greeting.	4.38
10. I want the employee to thank me and appreciate my business.	4.41

Female:	Avg.
1. I want coffee/water available in the waiting area.	3.58
2. I want the employee(s) to be in a company uniform.	3.86
3. I want the employee(s) to wear a name badge.	4.07
4. I don't want to stand in line to pay.	4.14
5. I want the gas pumps and surrounding area to be clean.	4.15
6. I want the employee(s) to look clean and neat.	4.17
7. I want the vehicle manufacturer's service recommendations written.	4.32
8. I want the service bays to be cleaned and maintained.	4.39
9. I want the employee to offer a polite greeting to me.	4.40
10. I want the employee to thank me and appreciate my business.	4.43

Male:	Avg.
1. I want coffee/water available in the waiting area.	3.57
2. I want the employee(s) to be in a company uniform.	3.73
3. I want the employee(s) to wear a name badge.	3.88
4. I want the gas pumps and surrounding area to be clean.	3.97
5. I want the employee(s) to look clean and neat.	4.00
6. I don't want to stand in line to pay.	4.09
7. I want the vehicle manufacturer's service recommendation written.	4.16
8. I want the employee to offer a polite greeting to me.	4.24
9. I want to get in and out as quickly as possible.	4.28
10. I want the service bays to be clean and maintained.	4.29