

My Body Shop Customer Questionnaire

Please take just a few moments to fill out the following information.
This Information is vital to our commitment to our customers.

Name: _____ **Phone#** _____ **Date:** _____ **Estimate#** _____

1) Please tell us what are most important to you concerning the repair of your vehicle by writing a number (1 being the most important, 2 the next most important...10 being the least important) next to each statement below:

_____ QUICK REPAIR: "I want my car back to me as quickly as possible."

_____ QUALITY OF REPAIR: "Make it look, drive, and perform as safe and well as before my accident."

_____ INFORMATION: "I haven't had an accident before or not for a long time and I am uninformed about proper repairs, ways I might get ripped off by shops, or what my repair rights are . I also do not understand the abbreviations or codes on my estimate. I want to make a wise, educated decision concerning this repair and I will be trusting you to inform me truthfully."

_____ RENTAL CAR: "I'll need one available when I drop off my car for repairs."

_____ LOANER CAR: "My insurance policy does not cover a rental car and I need a vehicle to get to work and other errands. A loaner car would be a major advantage to me."

- 2) How did you hear about our shop?
- Customer Referral – Family member, friend, etc.
 - My Insurance Agent – Name _____
 - Insurance Adjuster
 - I am a Repeat Customer
 - Saw your Sign Outside
 - Yellow Pages AD
 - Printed AD
 - Radio AD
 - OTHER _____

- 3) Have you heard our ad on the radio?
- YES
 - NO

- 4) Please circle the radio station(s) you most listen to?
- | | | | |
|------|------|-------|-------|
| 93.7 | 94.5 | 96.9 | 98.5 |
| 99.3 | 99.7 | 101.3 | 105.7 |
- OTHER _____

- 5) Have you seen our ad in the Yellow Pages?
- YES
 - NO

- 6) Have you seen our ads in your local newspaper?
- YES
 - NO

- 7) Which Newspaper(s) do you read regularly or where you may have seen our ads?
- Grand Rapids Press
 - Detroit Free Press
 - Chicago Tribune
 - Buyers Guide
 - Flashes
 - OTHER _____

- 8) If a friend, family member, etc. referred you to us, would you please give us their name and address so we can appropriately say "Thank You" to them?

NAME: _____

ADDRESS: _____

CITY: _____ ZIP: _____

- 9) Who is your insurance company?
- _____
- Agent? _____

- 10) Who is paying for this repair?
- My Insurance Company
 - Myself
 - The other parties Insurance Company

- 11) Is this vehicle a leased vehicle?
- YES
 - NO

- 12) Would you like us to repair your car?
- YES
 - NO
 - NOT SURE

We would like to say a sincere "THANK YOU" for this information. We strive to give the finest in honest and complete service to our customers. This information helps us and we greatly appreciate it. We also look forward to the opportunity to prove our dedication to you when you decide on a repair facility. We hope you'll feel confident with our professionalism and chose us. Thank you again.

Alfred E Neuman – My Body Shop Owner

