

CUSTOMER SATISFACTION SURVEY

We at North AmericanTrailer would appreciate your candid feedback on the following survey.

Company Name:		Name:		
Position:	E-Mail:	Date:	Phone#	

What departments have you done business with at NAT (circle all that apply)

Sales

Service

Parts

****For each question below, please circle the number to the right that best fits your opinion on the question.**

North American Trailer Sales	Scale of Satisfaction: (1) being the Worst & (5) being the Best				
	Dissatisfied (1)	Somewhat Dissatisfied (2)	No Opinion (3)	Somewhat Satisfied (4)	Completely Satisfied (5)
Knowledge of Products Discussed	1	2	3	4	5
Professionalism	1	2	3	4	5
Responsiveness to Needs	1	2	3	4	5
Ability to Make Decisions Regarding: Cost, Accessories, Trade Value	1	2	3	4	5
Ease of Reaching a NAT Sales Representative	1	2	3	4	5
Ability to Resolve my Questions or Problems	1	2	3	4	5
Effectiveness of Communication between North American Trailer and your Company	1	2	3	4	5
Product Availability/Selection	1	2	3	4	5
Product Price vs. Value	1	2	3	4	5
Would you like to be informed when new products/services become available?	Yes	No			
Have you been contacted on a regular basis by a North American Trailer representative?	1	2	3	4	5
Rate your overall feeling regarding the North American Trailer Sales Department	1	2	3	4	5

North American Trailer - Finance	Dissatisfied	Somewhat Dissatisfied	No Opinion	Somewhat Satisfied	Completely Satisfied	N/A
Ease of Finance Process	1	2	3	4	5	X
Ease of Completing Documents	1	2	3	4	5	X
How Important was Financing in Your Purchase Decision?	1	2	3	4	5	X
Competitiveness of Rates	1	2	3	4	5	X
Finance Programs Offered to You	1	2	3	4	5	X
Competitiveness of Programs Available	1	2	3	4	5	X

North American Trailer - Service	Dissatisfied (1)	Somewhat Dissatisfied (2)	No Opinion (3)	Somewhat Satisfied (4)	Completely Satisfied (5)
Knowledge and Experience of Service Personnel	1	2	3	4	5
When you arrived at our facility, were you greeted promptly and courteously?	1	2	3	4	5
Did your Service representative explain things to you clearly?	1	2	3	4	5
Was your trailer ready when promised?	1	2	3	4	5
Was the repair/service completed correctly the first time it was brought in?	1	2	3	4	5
Were you given a cost estimate of the charges for your trailer?	1	2	3	4	5
Would you recommend our Service Department?	1	2	3	4	5
Would you like to know of upcoming Service Specials?	Yes	No			
Rate your overall satisfaction with North American Trailer Service Department	1	2	3	4	5

North American Trailer– Parts	Dissatisfied (1)	Somewhat Dissatisfied (2)	No Opinion (3)	Somewhat Satisfied (4)	Completely Satisfied (5)
Please Rate our Parts Department when you have Purchased Parts					
Knowledge and Experience of Parts Personnel	1	2	3	4	5
Rate the level of service received from your parts sales person	1	2	3	4	5
How would you Rate our order fill percentage?	1	2	3	4	5
Rate your overall feeling with NAT Parts Department	1	2	3	4	5
Would you like to know of upcoming "Parts Specials"?	Yes	No			
Rate your overall satisfaction with North American Trailer Parts Department	1	2	3	4	5

If there is anything we could change to make your experience better, what would that be?

If you are not currently buying parts from us. Who do you buy from? _____
Why? _____