



Customer Focus Group Questions

1. The customer experience

What is the #1 reason you come to our shop? (Check one.) Please elaborate (optional)

What are areas where we can improve? (Check all that apply.) Please elaborate. (optional)

When is your #1 preference for auto repair shops? (Fill in the blank.)

When is the last time you visited another auto repair shop? (Check one.)

What was the service performed? (Check all that apply.)

How was the service? (Check one.) Please elaborate. (optional)

Of the auto repair shops you use, are we your first choice, second choice or third choice?

What would make us your first choice? (Check all that apply.) Please elaborate. (optional)

2. Marketing

Where have you seen/heard our shop marketing? (Check all that apply.) Please elaborate. (optional)

How can we improve our marketing? (Check all that apply.) Please elaborate. (optional)

What form of marketing gets your attention? (Check all that apply.) Please elaborate. (optional)

Which of these mailers have you seen in the past year? (Check all that apply.)

What do you like about the mailers? (Check all that apply.) Please elaborate. (optional)

What do you not like about the mailers? (Check all that apply.) Please elaborate. (optional)

Platforms for sending out the survey:

1. Hand out printed paper version of the survey to customers at the counter. (self-addressed/postage paid on the back)
2. Invite customers to an in-person customer focus group meeting. Schedule it at a restaurant, reserve a meeting room, no more than 10 participants and hosted by someone not affiliated with the shop.
3. Create an online survey – surveymonkey.com has templates or you can build your own.