



Automotive Customer Satisfaction Survey Follow-Up Checklist

Survey Response Review

Initial review of survey responses and identification of key areas for follow-up.

Survey Score

Enter a number...

Overall Sentiment (Positive, Negative, Neutral)

- ☐ Positive
- ☐ Negative
- ☐ Neutral

Summary of Key Comments

Write something...

Immediate Action Required?

- ☐ Yes
- ☐ No

Survey Completion Date

Enter date...

Customer Name

Write something...

Negative Feedback Handling

Specific actions to address negative feedback received from customers.

Customer Complaint Details

Write something...

Complaint Category

- ☐ Sales
- ☐ Service
- ☐ Parts
- ☐ Finance
- ☐ Other

Severity Score (1-5, 1=Lowest)

Enter a number...

Impacted Departments

- ☐ Sales
- ☐ Service
- ☐ Parts
- ☐ Finance

Date of Resolution Target

Enter date...

Resolution Plan

Write something...

Resolution Status

- ☐ Open
- ☐ In Progress
- ☐ Resolved
- ☐ Escalated

Resolution Confirmation (Manager)

Positive Feedback Acknowledgment

Steps to acknowledge and leverage positive customer feedback.

Method of Acknowledgment

- ☐ Personal Phone Call
- ☐ Email
- ☐ Handwritten Card
- ☐ Social Media Mention (with permission)

Customer Name

Write something...

Specific Positive Comment from Survey

Write something...

Personalized Acknowledgment Message (Details)

Write something...

Date of Acknowledgment

Enter date...

Team Member Responsible

Issue Resolution & Follow-Up

Tracking and ensuring resolution of any issues raised in the survey.

Detailed Description of Issue

Write something...

Date Issue Reported

Enter date...

Issue Priority (1-10)

Enter a number...

Assigned to

- ☐ Service Advisor
- ☐ Service Manager
- ☐ Technician
- ☐ Sales Manager

Target Resolution Date

Enter date...

Resolution Steps Taken

Write something...

Resolution Status

- ☐ In Progress
- ☐ Resolved
- ☐ Pending Customer Confirmation
- ☐ Escalated

Customer Confirmation Notes

Write something...

Service Improvement Recommendations

Documenting and sharing insights to improve overall customer experience.

Detailed Description of Improvement Recommendation

Write something...

Estimated Implementation Cost (USD)

Enter a number...

Priority Level (High, Medium, Low)

- ☐ High
- ☐ Medium
- ☐ Low

Proposed Implementation Date

Enter date...

Relevant Departments Affected

- ☐ Sales
- ☐ Service
- ☐ Parts
- ☐ Marketing
- ☐ Finance

Rationale / Supporting Data for Recommendation

Write something...

Team Training & Communication

Identifying training needs and communicating customer feedback to relevant teams.

Summary of Customer Feedback Trends

Write something...

Areas for Team Training Focus

- ☐ Communication Skills
- ☐ Product Knowledge
- ☐ Complaint Resolution
- ☐ Service Procedures

Next Team Training Session Date

Enter date...

Trainer Name/Department

Write something...

Number of Team Members Attended Training

Enter a number...

Key Takeaways from Training Session

Write something...

Documentation & Record Keeping

Maintaining accurate records of follow-up actions and resolutions.

Date of Follow-Up Action

Enter date...

Detailed Notes on Follow-Up Conversation/Action

Write something...

Resolution Status

- ☐ Resolved
- ☐ In Progress
- ☐ Pending Further Action
- ☐ Unresolved

Case/Ticket Number (if applicable)

Enter a number...

Supporting Documents (e.g., Repair Order, Email Correspondence)

 Upload File

Follow-Up Team Member Initials

Write something...