

Dealer Satisfaction Survey (DSI)

10 questions · 8 min. to complete

NOTES FOR PARTICIPANTS

You are a sales or service partner of our brand. This survey asks how you rate the collaboration and where we need to improve. It takes about eight minutes. Your answers are analysed only in aggregate per region.

1 What is your role in your business? **REQUIRED**

- ☐ Owner or managing director
- ☐ Sales manager
- ☐ Service or workshop manager
- ☐ Sales staff
- ☐ Other

2 How long has your business been a partner of our brand? **REQUIRED**

- ☐ Less than 3 years
- ☐ 3 to 10 years
- ☐ More than 10 years

3 Does your business carry other brands?

- ☐ No, only this brand
- ☐ Yes, one other brand
- ☐ Yes, several other brands

4 How satisfied are you with the following aspects of the partnership?

Please tick one box per row.

	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied
Product quality	☐	☐	☐	☐	☐
Model range and competitiveness	☐	☐	☐	☐	☐
Delivery times and availability	☐	☐	☐	☐	☐
Margins and bonus structure	☐	☐	☐	☐	☐
Target agreements	☐	☐	☐	☐	☐
Marketing support	☐	☐	☐	☐	☐
Parts supply	☐	☐	☐	☐	☐
Training and qualification	☐	☐	☐	☐	☐
Support from the area manager	☐	☐	☐	☐	☐
Dealer portal and IT systems	☐	☐	☐	☐	☐
Warranty and goodwill handling	☐	☐	☐	☐	☐

5 Overall, how satisfied are you with the partnership? **REQUIRED**

☐
☐
☐
☐
☐
☐
☐
☐
☐
☐

1
2
3
4
5
6
7
8
9
10

Very dissatisfied

Very satisfied

6 How do you rate your business's profitability with our brand?

- ☐ Very good
- ☐ Good
- ☐ Adequate
- ☐ Insufficient
- ☐ Loss-making

7 Would you sign the partner contract again today? **REQUIRED**

- ☐ Yes, definitely
- ☐ Probably yes
- ☐ Probably not
- ☐ No

8 How likely are you to recommend our brand as a partner to another dealer? REQUIRED

☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
0	1	2	3	4	5	6	7	8	9	10

0 – not at all likely

10 – extremely likely

9 What should we as the manufacturer improve first?

Please put the items in order, the most urgent first.

- ☐ Margins and bonus
- ☐ Delivery times
- ☐ Marketing and leads
- ☐ IT systems and portal
- ☐ Training
- ☐ Field support

10 What works particularly well in the partnership, and what works particularly badly?

In your own words, please.

Prefer to analyse it digitally?

On paper, every sheet has to be typed up afterwards. The same template runs in DataLion as an online survey, and the analysis builds itself as responses come in — filters by department included, PowerPoint export too.

<https://datalion.com/en/templates/haendlerzufriedenheit-dsi/>

A free template from DataLion. The same questionnaire is available as a ready-made online survey with automatic analysis:
<https://datalion.com/en/templates/haendlerzufriedenheit-dsi/>