

Results of Customer Satisfaction Survey for Company ABC

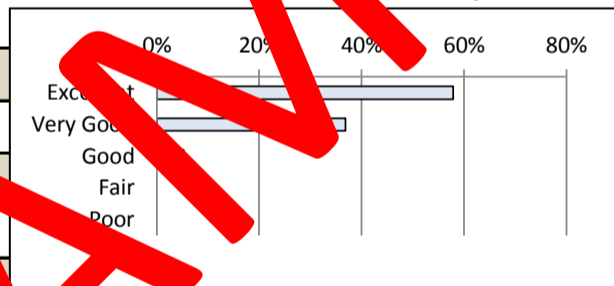
Sample Response Rate	
Surveys Deployed	250
Surveys Returned as Undeliverable	18
Customers Surveyed	232
Respondents	22
Company ABC Response Rate	9.5%

Have you purchased or used Company ABC's products and/or services in the past?	Frequency	Percent
Yes, I am a buyer	4	18%
Yes, I am a user	2	9%
Yes, I am a buyer and a user	9	41%
Yes, I am a reseller	5	23%
No	2	9%

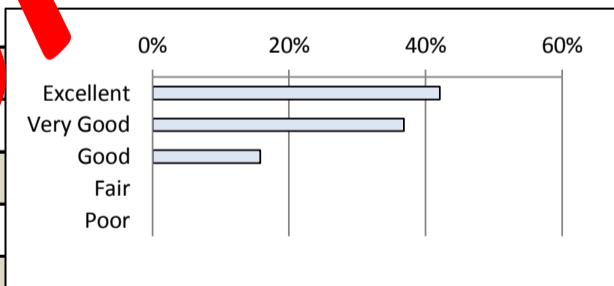
Product Lines & Services

Please rate Company ABC on the following:	Frequency	Percent
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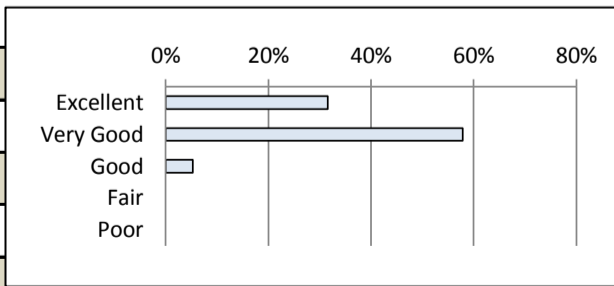
Quality of products/services		
Excellent	11	58%
Very Good	7	37%
Good	1	5%
Fair	0	0%
Poor	0	0%
N/A or No Opinion	0	0%



Value of products/services		
Excellent	8	42%
Very Good	7	37%
Good	3	16%
Fair	0	0%
Poor	0	0%
N/A or No Opinion	1	5%



Product design (including technology, security, software and hardware)		
Excellent	6	32%
Very Good	11	58%
Good	1	5%
Fair	0	0%
Poor	0	0%
N/A or No Opinion	1	5%

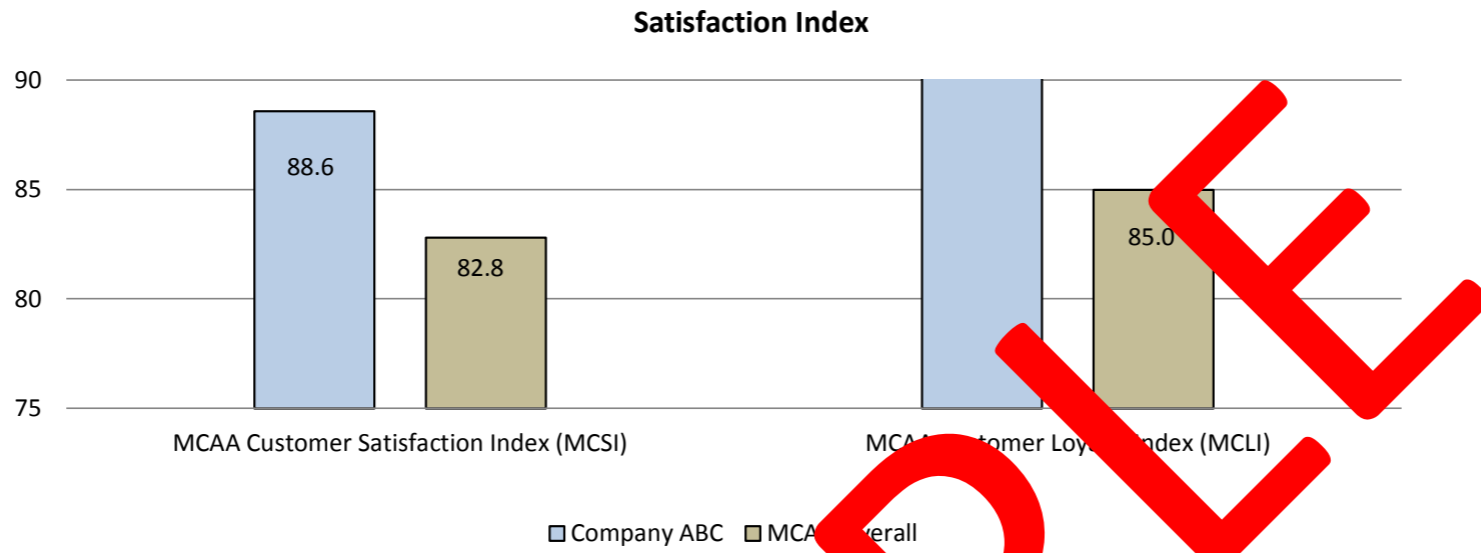


Key Metrics Report for Company ABC

Sample Comparison Response Rate	
Surveys Deployed	12,969
Surveys Returned as Undeliverable	1,323
Customers Surveyed	11,646
Respondents	1,503
Company ABC Response Rate	9.5%
Total Customer Satisfaction Response Rate	12.9%
Average Customer Satisfaction Response Rate	16.0%

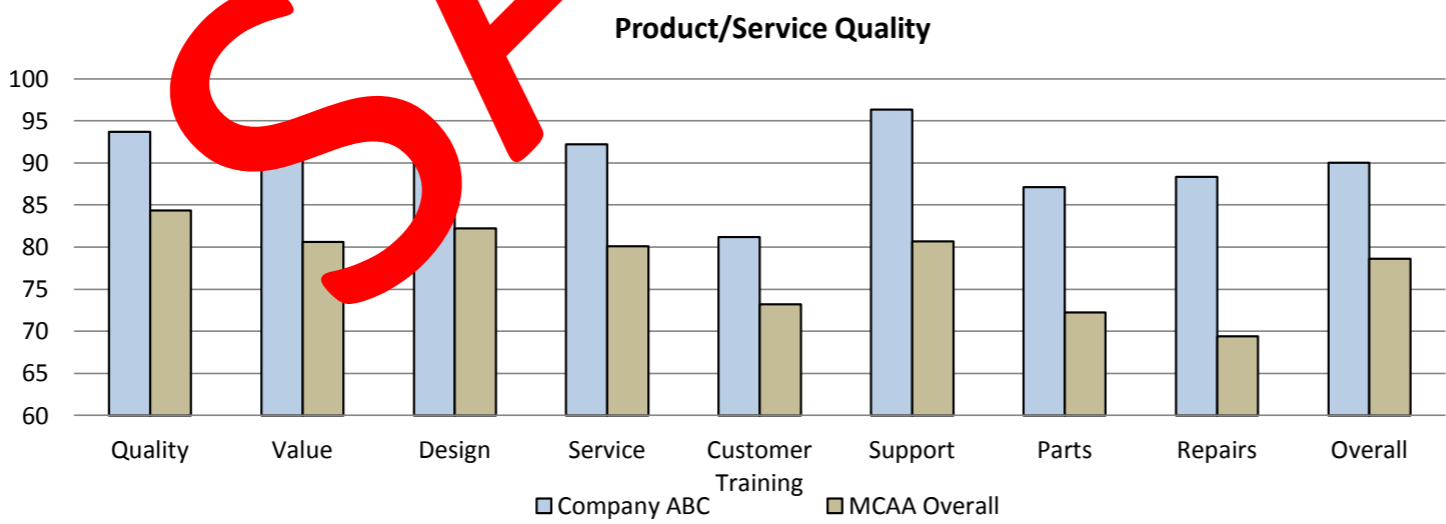
Satisfaction Index		
	Company ABC	MCAA Overall
MCAA Customer Satisfaction Index (MCSI)	88.6	82.8
MCAA Customer Loyalty Index (MCLI)	93.3	85.0

Maximum value = 100. Higher is better.



Product/Service Quality		
SAMPLE YEAR	Company ABC	MCAA Overall
Quality of Products/Services	93.7	84.4
Value of Products/Services	91.1	80.6
Product Design	81.1	82.2
Customer Service	91.1	80.1
Customer Training	81.2	73.2
Technical Support	96.3	80.7
Availability of Parts	87.1	72.2
Repairs	88.3	69.4
Overall Total	90.0	78.6

Maximum value = 100. Higher is better.



SAMPLE Manufacturer Metric Comparison

