

Results of Customer Satisfaction Survey for Company ABC

Sample Response Rate	
Surveys Deployed	250
Surveys Returned as Undeliverable	18
Customers Surveyed	232
Respondents	30
Company ABC Response Rate	12.9%

Have you purchased or used Company ABC' products and/or services in the past?	Frequency	Percent
Yes, I am a buyer	6	20%
Yes, I am a user	4	13%
Yes, I am a buyer and a user	11	37%
Yes, I am a reseller	7	23%
No	2	7%

Product Lines & Services

Please rate Company ABC on the following:	Frequency	Percent
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Quality of products/services				
Excellent			11	39%
Very Good			8	29%
Good			8	29%
Fair			1	4%
Poor			0	0%
N/A or No Opinion			0	0%

Value of products/services				
Excellent			11	39%
Very Good			10	36%
Good			6	21%
Fair			0	0%
Poor			0	0%
N/A or No Opinion			1	4%

Product design (including technology, security, software and hardware)				
Excellent			8	29%
Very Good			13	46%
Good			4	14%
Fair			2	7%
Poor			0	0%
N/A or No Opinion			1	4%
Customer service				
Excellent			8	29%
Very Good			9	32%
Good			5	18%
Fair			4	14%
Poor			2	7%
N/A or No Opinion			0	0%
Configuration Utilities				
Excellent			10	36%
Very Good			7	25%
Good			5	18%
Fair			4	14%
Poor			0	0%
N/A or No Opinion			2	7%
Technical support				
Excellent			12	43%
Very Good			7	25%
Good			9	32%
Fair			0	0%
Poor			0	0%
N/A or No Opinion			0	0%
Availability of parts				
Excellent			8	29%
Very Good			8	29%
Good			7	25%
Fair			0	0%
Poor			0	0%
N/A or No Opinion			5	18%

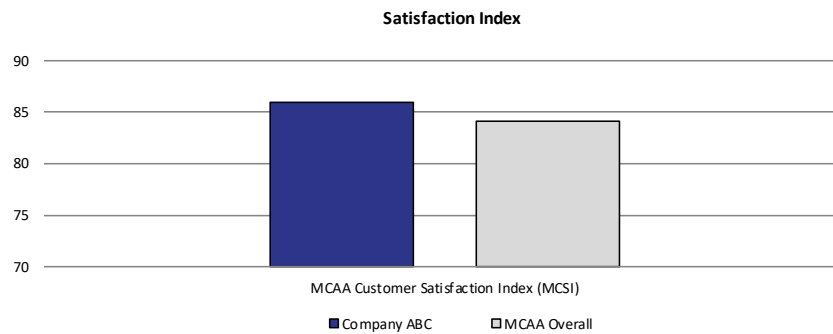
Key Metrics Report for Company ABC

MCAA Channel Satisfaction Survey

Response Rate	
Surveys Deployed	4,571
Surveys Returned as Undeliverable	189
Customers Surveyed	4,382
Respondents	968
Company ABC Response Rate	20.7%
Total Channel Satisfaction Response Rate	22.1%
Average Channel Satisfaction Response Rate	27.3%

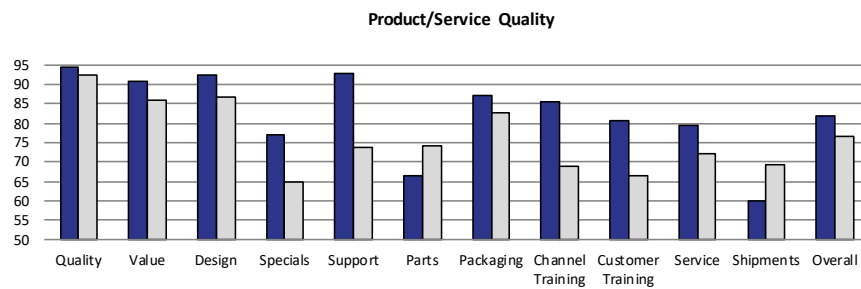
Satisfaction Index		
2018	Company ABC	MCAA Overall
MCAA Customer Satisfaction Index (MCSI)	86.0	84.1

Maximum value = 100. Higher is better.



Product/Service Quality		
	Company ABC	MCAA Overall
Quality	94.5	92.5
Value	91.0	86.0
Design	92.5	86.7
Support for Product "Specials"	77.0	64.7
Engineering Support	92.8	73.7
Parts Availability	66.6	74.3
Packaging	87.2	82.6
Sales Channel Training	85.5	69.1
Customer Training	80.6	66.6
Technical Service/Repairs	79.4	72.3
Timeliness of Shipments	60.0	69.2
Overall Total	82.0	76.6

Maximum value = 100. Higher is better.



Results of MCAA Channel Partner Satisfaction Surveys Metrics Comparison

