

PRODUCT & TECHNOLOGY SUPPORT

INTERNAL CUSTOMER SATISFACTION SURVEY

BUSINESS UNIT: NORTH COAST	SURVEY DATE: 9/25/91
CUSTOMER NAME: RIC BROWN, GENERAL SALES MANAGER	
P&TS PRIMARY RESP: JERRY PARRICK	ACCOUNT MGR: ERICA BREVET-STOTT

CUSTOMER SATISFACTION RATINGS

	Terrible	Poor	Just OK	Good	Excellent
RELIABILITY	1	2	3	4	5
RESPONSIVENESS	1	2	3	4	5
ASSURANCE	1	2	3	4	5
EMPATHY	1	2	3	4	5
VALUE	1	2	3	4	5

INTERVIEW NOTES

EXAMPLES IN SUPPORT OF RATING:

FOR A YEAR THIS GROUP HAS BEEN PRODUCING ONLY CHARTS. THE SALES ORGANIZATION FELT THAT THINGS WERE MOVING FAR TOO SLOWLY. HOWEVER, DURING THAT TIME JERRY WAS SENDING HIS TEAM TO TRAINING AND DEVELOPING QUALITY PRODUCTS.

THE LAN ROLL OUT WAS THE *BEST PRODUCT ROLL OUT EVER*. THEY CAME OUT AND PROVIDED AN OVERVIEW, BREAKAWAY SESSIONS WITH THE VENDORS, DISCUSSIONS AND A QUIZ. IT WAS SO THOROUGH THAT SOME FOLKS DIDN'T ATTEND OUT OF FEAR. HOWEVER, THOSE THAT DID ATTEND SAID IT WAS EXCELLENT. THIS IS FOR A VERY COMPLEX PRODUCT.