

Voice of the Customer Dashboard

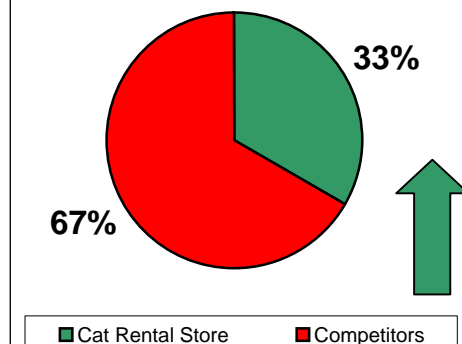
Survey: February, 2004

Dealer: Any Dealer

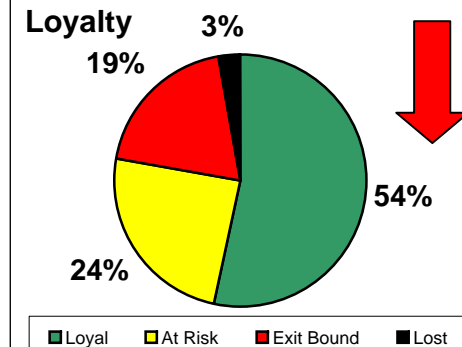
Branch: Anywhere

Process Evaluation							Ease of Business Evaluation		
Process Name	Process			Competitors		Best Practice	Item	Rating	Trend
	Weight	Rating	Trend	Ranking	Trend				
Equipment Availability	35%		↓	7	↓		Friendly, Courteous and Helpful People		↓
Equipment Condition	20%		↑	1	↑		Knowledgeable people		↑
Outside Sales	9%		↓	4	↓				
Inside Sales	7%		↓	3	↓		Prompt resolution of problems		↓
Delivery	15%		↓	8	↓				
Field Service	10%		↑	5	↑		Appreciate customers business		↓
Billing	4%		↓	4	↓				

Wallet Share



Loyalty



Assignment:

Region: Ed Filson
Kent Conrad

District: Jan Paulive
Art Johnson

Dealer GM: Shawn Smith
Branch Manager: John Harris

Number of Customers Surveyed: 500

Legend: Promote Fix Fix-Immediately

Rate Impact:

Discount

