



Erin Donnelly

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Four Winns Customer Satisfaction Index Report

Dealer: **Melvin Village Marina on Lake Winnepesaukee**Dealer ID: **284280**Quarter/Year: **2nd Quarter 2009**

TOTAL # OF SURVEYS	1-MONTH SURVEYS	9-MONTH SURVEYS	FOUR WINNS DEALER CSI AVG *	YOUR CURRENT CSI SCORE *
31	17	14	85.6	100

Sales & Delivery 1-Month Summary

	Dealer national
Satisfaction with dealer	100 86.6

Satisfaction with dealer

Convenient location/hours	87.9	85.6
Fulfillment of commitments	98.8	84.7
Prep and delivery of boat	95.6	83.8
Offered competitive financing/insurance options	89.4	79.1
Explanation of warranty	98.5	85.9
Demonstration of features	98.5	88.2
Boat equipped as ordered	96.9	87.9
Cleanliness of boat	98.5	87.2
Delivered when promised	100	91.6
Explanation of service dept	98.5	85.2
Explanation of service maintenance	95.4	84.3

Satisfaction with Dealershp Personnel

Appearance	100	93.1
Product knowledge	100	91.8
All needs met	100	87.6
Courtesy and professionalism	100	91.8
Showed concern for customer satisfaction	100	89.6
Overall sat. with salespeople	100	90.2
After-sale follow-up	98.8	82.8

Sales & Delivery 9-Month Summary

	Dealer national
Satisfaction with dealer	100 83

Service and Repair Experience

Ease of making an appointment	98	87.2
Ability to diagnose problem	100	82.1
Service personnel were courteous	100	89.7
Appearance of service dept	100	88.2
Service complete when promised	100	81.5
Work done correctly first time	100	77.4
Overall satsifaction with service	100	81.4
Buy from same dealer again	98.6	76.9
Recommend dealer to a friend	100	80.3

Saturday, July 25, 2009

* Rolling 12 Months Covering July 2008 - June 2009

Service

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