



Harrell & Beverly

Customer Satisfaction Report - 2009

EVALUATION CARD INFORMATION

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
CARDS RETURNED TO AAA	12	16	19	8	13	20	13	2	11	14	3	6	137
% SATISFIED WITH THE REPAIR WORK DONE	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% SATISFIED WITH THE ESTIMATE	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% SATISFIED WITH THE PERSONNEL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% SATISFIED THAT THE CAR WAS READY WHEN PROMISED	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% WHO WOULD RETURN TO THE FACILITY FOR FUTURE WORK	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% FIRST TIME CUSTOMERS	50%	25%	16%	25%	31%	20%	15%	50%	0%	0%	0%	33%	22%
% WHO WERE AWARE FACILITY WAS AAR	42%	63%	68%	75%	62%	70%	85%	50%	73%	93%	100%	83%	72%
% WHO ARE AAA CLUB MEMBERS	83%	63%	58%	75%	54%	70%	69%	100%	82%	50%	100%	67%	73%



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	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
CARDS RETURNED TO AAA	13	19	11	15	12	19	16	7	12	20	12	10	166
% SATISFIED WITH THE REPAIR WORK DONE	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% SATISFIED WITH THE ESTIMATE	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% SATISFIED WITH THE PERSONNEL	92%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%
% SATISFIED THAT THE CAR WAS READY WHEN PROMISED	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% WHO WOULD RETURN TO THE FACILITY FOR FUTURE WORK	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% FIRST TIME CUSTOMERS	31%	16%	36%	27%	17%	37%	19%	29%	8%	15%	33%	20%	24%
% WHO WERE AWARE FACILITY WAS AAR	23%	32%	82%	47%	67%	58%	75%	86%	50%	80%	50%	70%	60%
% WHO ARE AAA CLUB MEMBERS	38%	53%	64%	73%	42%	84%	81%	100%	83%	75%	92%	90%	73%



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Customer Satisfaction Report - 2007

EVALUATION CARD INFORMATION

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
CARDS RETURNED TO AAA	13	14	15	17	14	11	21	19	11	19	19	10	183
% SATISFIED WITH THE REPAIR WORK DONE	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% SATISFIED WITH THE ESTIMATE	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% SATISFIED WITH THE PERSONNEL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% SATISFIED THAT THE CAR WAS READY WHEN PROMISED	100%	100%	100%	100%	100%	100%	95%	100%	100%	100%	100%	100%	100%
% WHO WOULD RETURN TO THE FACILITY FOR FUTURE WORK	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% FIRST TIME CUSTOMERS	31%	29%	27%	18%	21%	18%	38%	53%	27%	26%	21%	20%	27%
% WHO WERE AWARE FACILITY WAS AAR	23%	36%	20%	53%	21%	55%	33%	26%	36%	32%	21%	30%	32%
% WHO ARE AAA CLUB MEMBERS	46%	64%	53%	35%	43%	55%	52%	47%	45%	53%	53%	80%	52%