

OVERVIEW

The XYZ Companies contracted with SDS to conduct quarterly customer surveys with XYZ Communications Inc. (BCI) and XYZ Telephone Company (BTC) customers to rate their experience with the repair/trouble service offered by XYZ.

Administration

SDS developed the questionnaire based on previous XYZ satisfaction surveys and on consultation with XYZ management. To meet the research objectives, SDS interviewed customers who had contact with XYZ during the second quarter of 2005. SDS Tele-Service Agents conducted the surveys by telephone during June, 2015.

Sampling

For this project, SDS used simple random sampling, providing each XYZ customer in the database (customers with a repair/trouble contact in the first quarter of 2005) an equal opportunity to be selected for the survey. A total of 281 surveys were completed.

The confidence level for this survey is 95%, with a margin of error of $\pm 5.1\%$ for the combined data. In other words, the results presented here from the sample of 281 can be applied to the entire group from which the names were randomly selected (database of relevant customers with repair/trouble contact) with confidence that the results would within 5.1% of these results if every customer in the database had answered the survey questions.

This margin of error applies only to second quarter results. SDS anticipates that this margin of error for the aggregate results (combination of four quarterly results presented in a year-end report) at the end of 2015 will be below $\pm 4.0\%$.

Analysis

SDS used Sawtooth and SPSS (Statistical Package for Social Sciences) software to collect and analyze the data for the survey. Each question has a response distribution by percentage, presented in a pie chart. In addition, each pie chart is accompanied by a frequency table that provides the breakdown of responses for each question, by company.

Report Format

Following this introduction is a question-by-question analysis of the survey results. The results for each question are presented three ways:

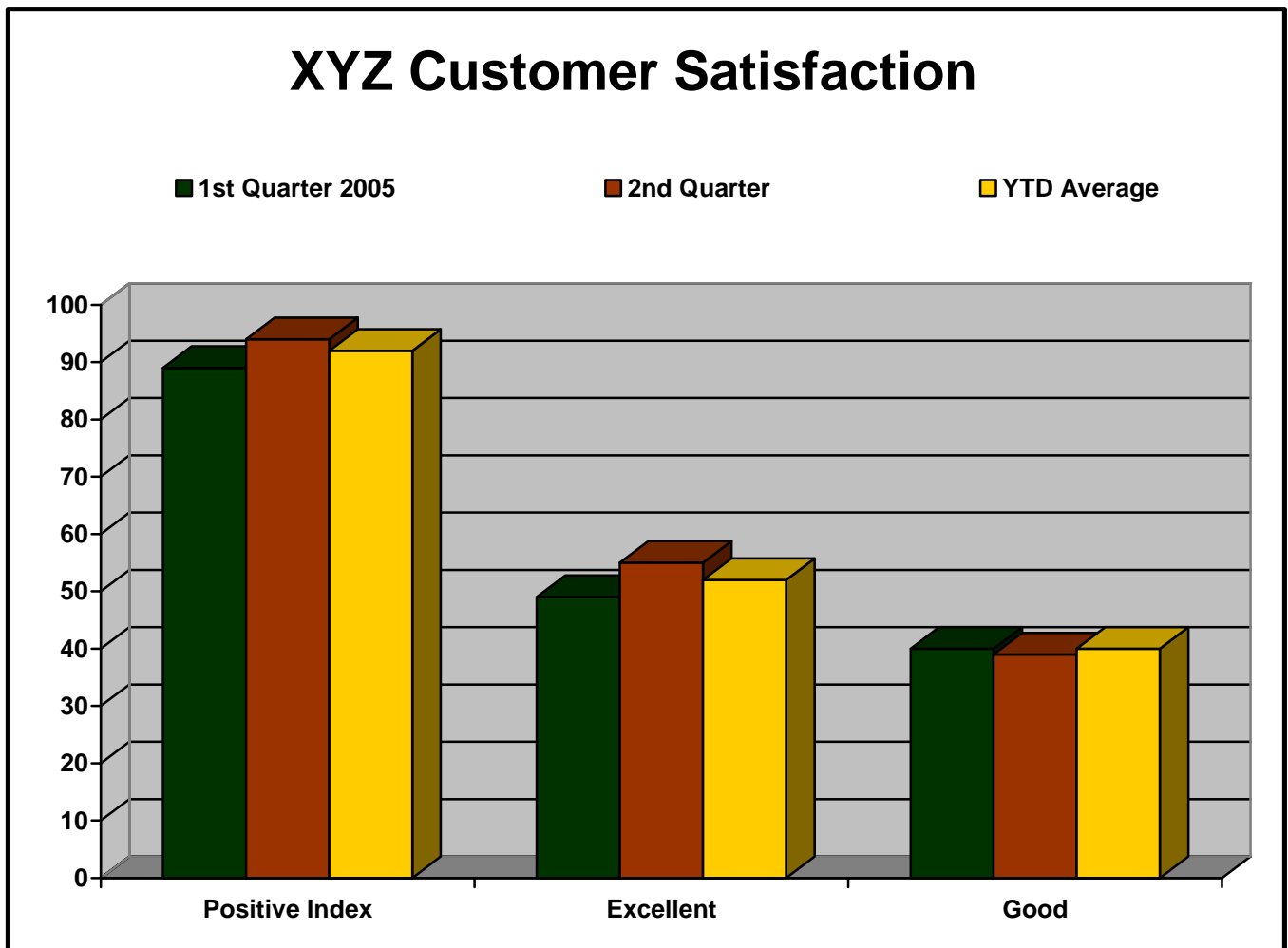
1. A pie chart that shows a graphical representation of the combined results.
2. A cross-tabulation table that compares the results of the survey between XYZ Communications (BCI) and XYZ Telephone (BTC).
3. A cross-tabulation table that compares the results of each question by XYZ employee.

Following the question-by-question analysis is Appendix A, which contains the following information:

- All verbatim comments by survey section. A customer ID number accompanies each comment. This “tagging” method allows readers to identify a single customer’s remarks throughout the survey, retaining customer anonymity when it is requested.

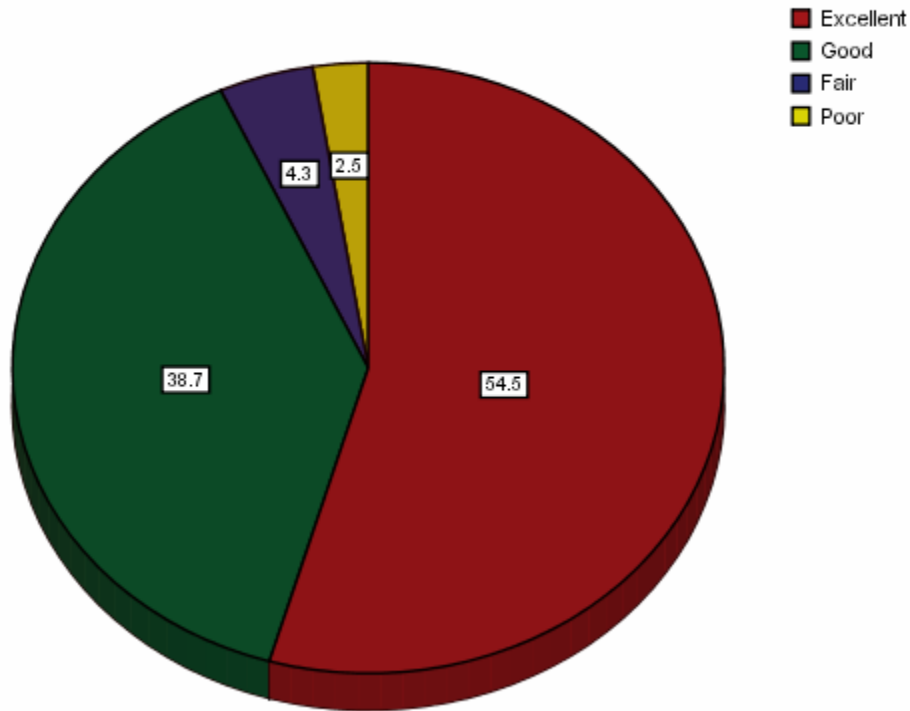
XYZ Customer Satisfaction

The XYZ Companies Customer Satisfaction Index for the repair/trouble survey in the 2nd quarter of 2005 is 94. The following chart demonstrates the trend of for the 1st and 2nd quarters of 2005. The basis for the index is Question 1 of this survey, which reads: "Considering your most recent call for a repair, how do you rate the service you received from the repair department?"



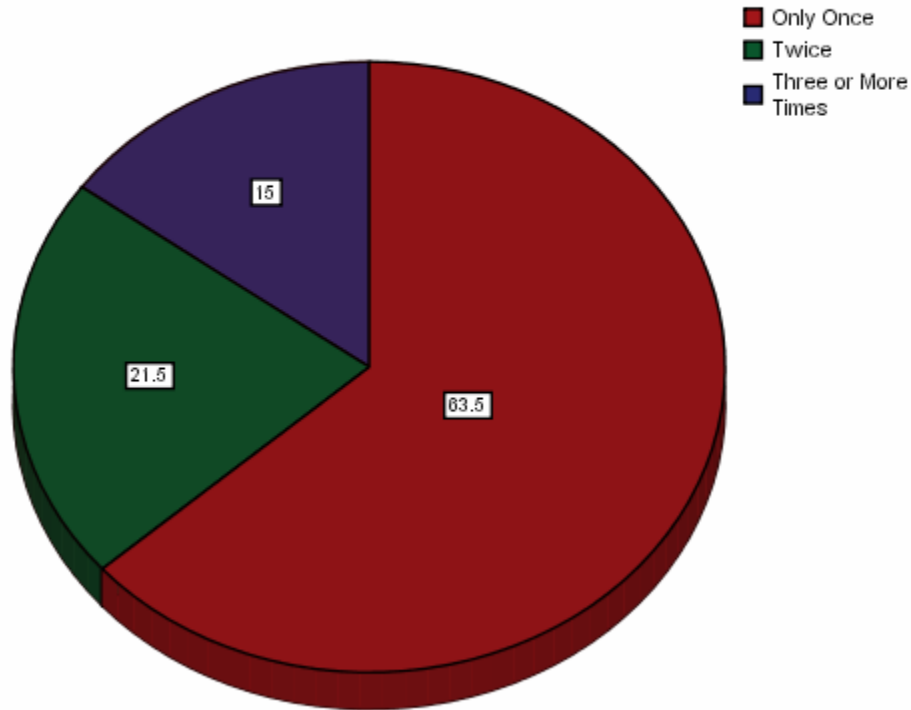
QUESTION-BY-QUESTION RESULTS

Q1. Considering your most recent call for a repair, how do you rate the service you received from the repair department?



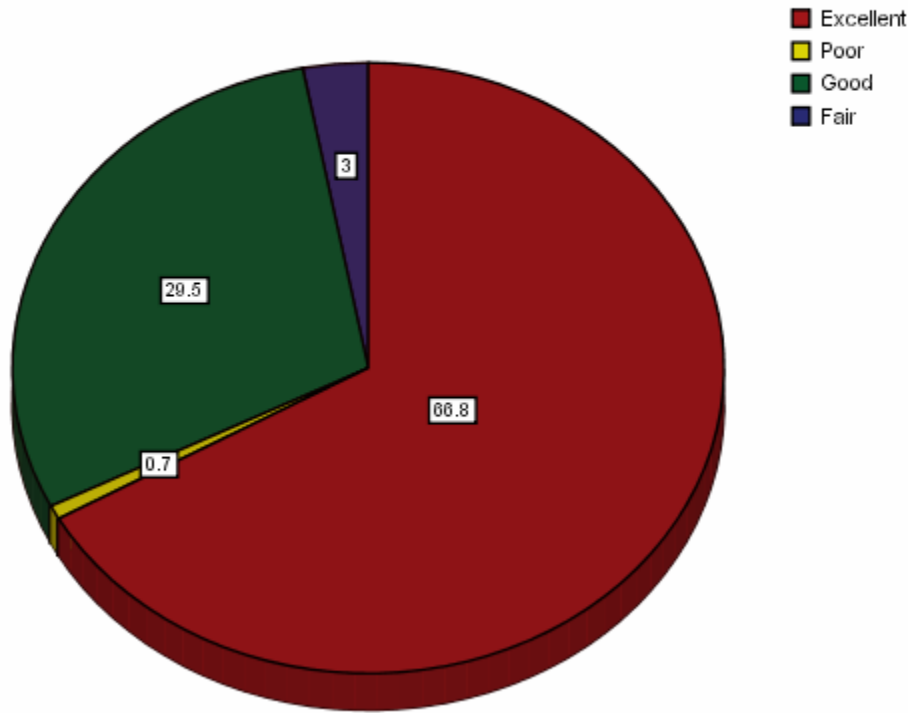
| | | | Q1. Considering your most recent call for a repair, how do you rate the service you received from the repair department? | | | | Total |
|---------|-----|------------------|--|-------|------|------|--------|
| | | | Excellent | Good | Fair | Poor | |
| Company | BCI | Count | 32 | 27 | 3 | 4 | 66 |
| | | % within Company | 48.5% | 40.9% | 4.5% | 6.1% | 100.0% |
| | BTC | Count | 120 | 81 | 9 | 3 | 213 |
| | | % within Company | 56.3% | 38.0% | 4.2% | 1.4% | 100.0% |
| Total | | Count | 152 | 108 | 12 | 7 | 279 |
| | | % within Company | 54.5% | 38.7% | 4.3% | 2.5% | 100.0% |

Q2. In the past 6 months, how many times have you called with a repair need?



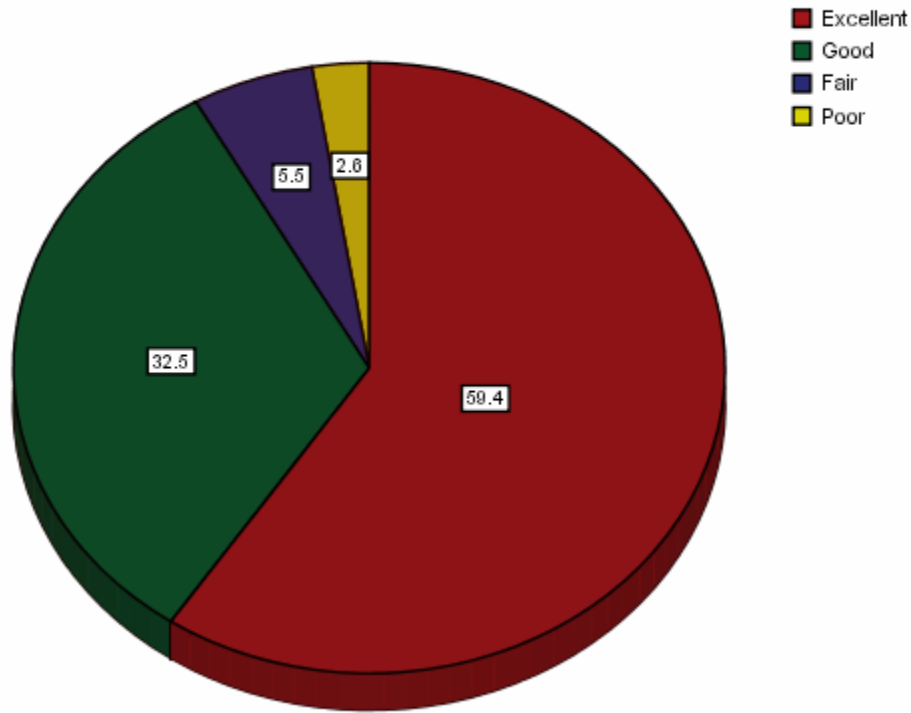
| | | | Q2. In the past 6 months, how many times have you called with a repair need? | | | |
|---------|-----|------------------|--|-------|---------------------|--------|
| | | | Only once | Twice | Three or more times | Total |
| Company | BCI | Count | 29 | 20 | 14 | 63 |
| | | % within Company | 46.0% | 31.7% | 22.2% | 100.0% |
| | BTC | Count | 145 | 39 | 27 | 211 |
| | | % within Company | 68.7% | 18.5% | 12.8% | 100.0% |
| Total | | Count | 174 | 59 | 41 | 274 |
| | | % within Company | 63.5% | 21.5% | 15.0% | 100.0% |

Q3A. Considering only the reporting of your most recent repair need, how do you rate the representative who handled your call in the following areas? Professionalism:



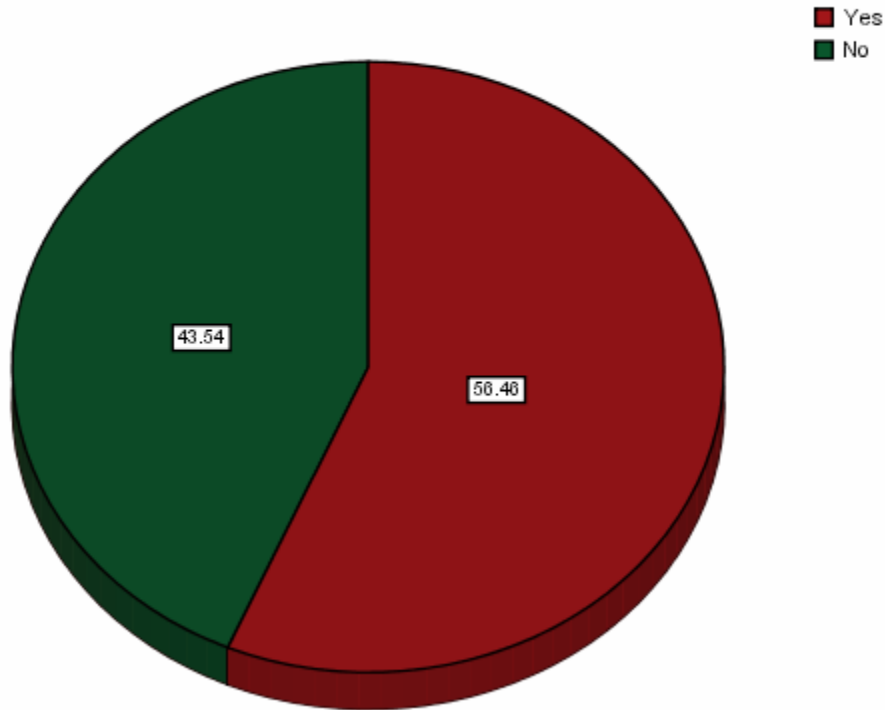
| | | | Q3a. How do you rate the representative who handled your call in the following areas? A. Professionalism | | | | Total |
|---------|-----|------------------|--|-------|------|------|--------|
| | | | Excellent | Good | Fair | Poor | |
| Company | BCI | Count | 43 | 17 | 1 | 1 | 62 |
| | | % within Company | 69.4% | 27.4% | 1.6% | 1.6% | 100.0% |
| | BTC | Count | 138 | 63 | 7 | 1 | 209 |
| | | % within Company | 66.0% | 30.1% | 3.3% | .5% | 100.0% |
| Total | | Count | 181 | 80 | 8 | 2 | 271 |
| | | % within Company | 66.8% | 29.5% | 3.0% | .7% | 100.0% |

Q3B. Considering only the reporting of your most recent repair need, how do you rate the representative who handled your call in the following areas? Problem Solving:



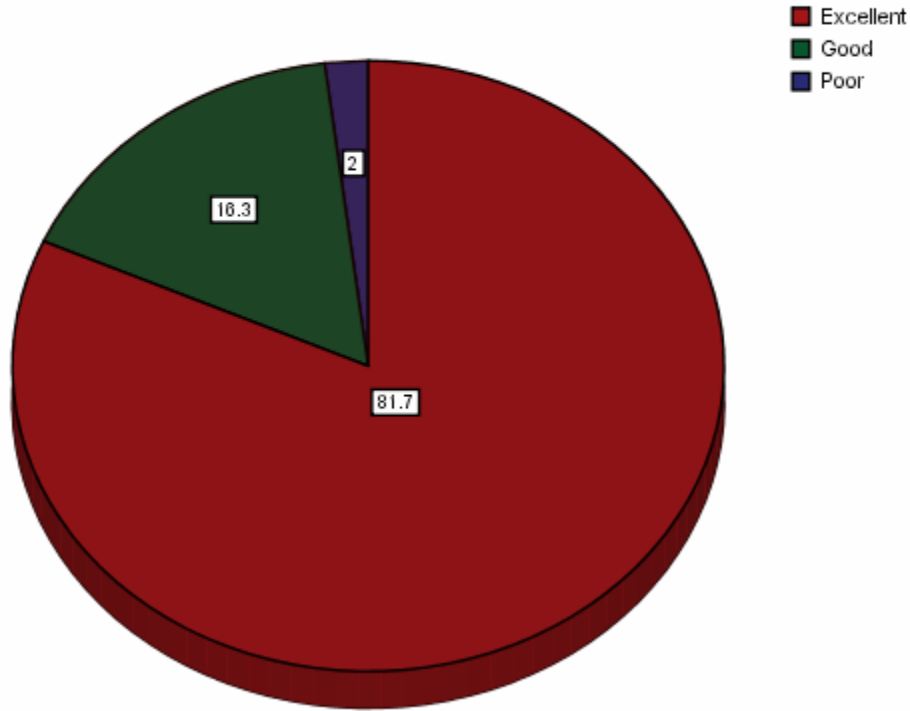
| | | | Q3b. How do you rate the representative who handled your call in the following areas? B. Problem Solving | | | | Total |
|---------|-----|------------------|--|-------|------|------|--------|
| | | | Excellent | Good | Fair | Poor | |
| Company | BCI | Count | 31 | 24 | 3 | 4 | 62 |
| | | % within Company | 50.0% | 38.7% | 4.8% | 6.5% | 100.0% |
| | BTC | Count | 130 | 64 | 12 | 3 | 209 |
| | | % within Company | 62.2% | 30.6% | 5.7% | 1.4% | 100.0% |
| Total | | Count | 161 | 88 | 15 | 7 | 271 |
| | | % within Company | 59.4% | 32.5% | 5.5% | 2.6% | 100.0% |

Q4A. Did you speak with the individual who actually made the repair?



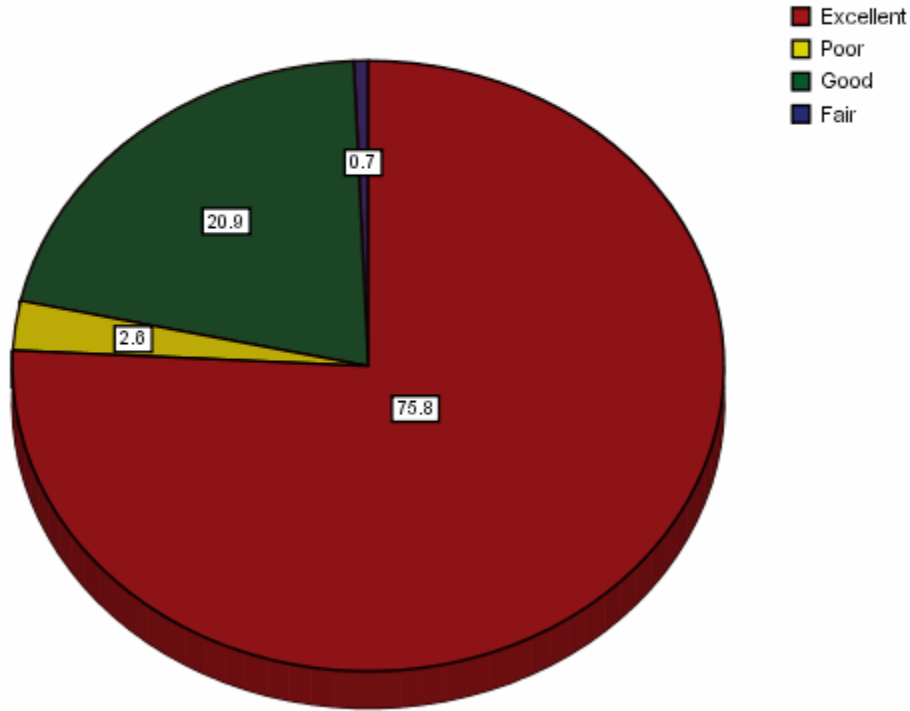
| | | | Q4a. Did you speak with the individual who actually made the repair? | | Total |
|---------|-----|------------------|--|-------|--------|
| | | | Yes | No | |
| Company | BCI | Count | 24 | 38 | 62 |
| | | % within Company | 38.7% | 61.3% | 100.0% |
| | BTC | Count | 129 | 80 | 209 |
| | | % within Company | 61.7% | 38.3% | 100.0% |
| Total | | Count | 153 | 118 | 271 |
| | | % within Company | 56.5% | 43.5% | 100.0% |

**Q4B. How do you rate the repair employee on the following?
 Professionalism:**



| | | | Q4b-1. How do you rate the repair employee on the following? A. Professionalism | | | Total |
|---------|-----|------------------|---|-------|------|--------|
| | | | Excellent | Good | Poor | |
| Company | BCI | Count | 16 | 7 | 1 | 24 |
| | | % within Company | 66.7% | 29.2% | 4.2% | 100.0% |
| | BTC | Count | 109 | 18 | 2 | 129 |
| | | % within Company | 84.5% | 14.0% | 1.6% | 100.0% |
| Total | | Count | 125 | 25 | 3 | 153 |
| | | % within Company | 81.7% | 16.3% | 2.0% | 100.0% |

**Q4B2. How do you rate the repair employee on the following?
 Job Knowledge:**



| | | | Q4b-2. How do you rate the repair employee on the following? B. Job Knowledge | | | | Total |
|---------|-----|------------------|---|-------|------|------|--------|
| | | | Excellent | Good | Fair | Poor | |
| Company | BCI | Count | 13 | 9 | 1 | 1 | 24 |
| | | % within Company | 54.2% | 37.5% | 4.2% | 4.2% | 100.0% |
| | BTC | Count | 103 | 23 | 0 | 3 | 129 |
| | | % within Company | 79.8% | 17.8% | .0% | 2.3% | 100.0% |
| Total | | Count | 116 | 32 | 1 | 4 | 153 |
| | | % within Company | 75.8% | 20.9% | .7% | 2.6% | 100.0% |

APPENDIX A

APPENDIX A DESCRIPTION

The following pages contain the verbatim comments received for the XYZ 2nd Quarter Customer Repair/Trouble Survey. The verbatim comments are organized by question number and by survey category. Every comment received by SDS is included.

A customer ID number accompanies each comment. This “tagging” method allows readers to identify a single customer’s remarks throughout the survey, retaining customer anonymity when it is requested.

In connection with the SDS Alert program, when the SDS agent conducting the survey sensed a legitimate, unanswered complaint or sales need from a verbatim comment received, with the customer’s permission the agent immediately communicated the concern to XYZ via fax. In the following comments, the symbol [A] identifies comments that generated an alert response. If the customer being interviewed did not desire contact from XYZ, the symbol [AN] was placed after the remark.

Q1. Considering your most recent call for a repair, how do you rate the service you received from the repair department? If *Fair* or *Poor*, please explain:

- 70 Our phone is back in the repair shop and has not been fixed and was returned.
- 87 Our poll is still standing crooked.
- 92 Nothing could be done.
- 113 They still have not fix or solved my problem.
- 125 They fixed everything but the cords where left out over the lawn instead of putting it under ground.
- 135 I felt like the person was in to big of a hurry, he didn't check things out at all.
- 137 I had to call three times to get the repair done.
- 139 They focused on the amount of money it was going to cost, and I am not thrilled with them.
- 181 This particular time there was an issue that resulted in three weeks of downtime for us and required that we hire a specialist to come in and resolve it. Actually the problem was BTC failing to program the DSL properly.
- 211 Has not fixed the problem.
- 214 They took my phone a month and a half ago to fix it and I have never gotten it back. No one will answer in the sales office in Missoula and I cannot get any answer anywhere. I have also gone into the office and the phone is not there.
- 227 Had to call back twice before the repair was sent out to repair it.
- 232 Was going to come back and bury the line and they have not done it yet.
- 284 I had to do troubleshooting on my end just to figure out the problem was at the box. It took a long time to get everything fixed. The \$159.00 bill was high.
- 289 We called in last week for a service job and they haven't come out within the promised time to do the repair.
- 310 They didn't fix it.
- 314 I called them and my computer could not connect to the Internet and my phone service was down. I called on Sunday and they told me I'm not a XYZ customer. He called the tech on call and they never called back. I just needed clarification and never get an answer.

Q5. Do you have any additional comments or suggestions you would like to make?

- 16 They should really widen their calling area.
- 17 Your service is very good.
- 18 The weekend answering service did not give me accurate information.
- 21 I think they are doing a good job and they need to keep it up.
- 35 I wish they had done it right the first time.
- 41 Come the day they said they would come.
- 45 They were a little slow.
- 51 The person that I called seemed to think that I was slightly off my rocker. My neighbors and I were without phone service and I had used my cell phone to call in, after the neighbors had called me to let me know that they were without service too.
- 56 I am happy with the service, and I would like to see another tower down by Darby.
- 60 They put a lightening protector on my box but they told me that I needed to have the phone jacks in my house replaced. I thought that he was going to do the jacks that day also. I have been hesitant about using the phone because of what he said.
- 62 The technical support people aren't very nice. XYZ is extremely helpful; it's the technical support people that you have to talk to before you can get through to XYZ. That isn't helpful at all.
- 63 Everything is just fine.
- 64 I would like to have someone call me about the directory assistance. I have been trying to get someone's number and they keep giving me the disconnected one. [A]
- 70 I would like my phone back and working.
- 73 I pay \$20 each time I get my phone number changed and \$1.00 per month to keep it unlisted and now I have been told that my number is listed in the new phone directory. [A]
- 76 Thank you very much.
- 78 Keep up the good work.
- 94 They are doing wonderful.
- 106 I think you guys are doing a great job.
- 110 Would like a larger call area.
- 113 I wish they would get my problem fixed.
- 125 Just be sure to let the person know that if the lines are suppose to be left out of the ground or if it the individuals responsibility to bury the lines. [AN]
- 128 Are we getting charged for the repair because it was on XYZ's service not ours?
- 132 He did an excellent job.
- 135 Every time that I have called their technical support they have never helped, they haven't fixed anything for me. They make me feel like they just want you to get off of the phone with out solving the problem.

Q5. Do you have any additional comments or suggestions you would like to make?

- 136 I didn't receive the correct information or all of the options that were available to me the first time I called. It took several times. They should work on that.
- 145 The technician did an excellent job. I would like to say that I am opposed to the long distance charges from XYZ. They are too expensive.
- 156 When we are told that something is going to happen then it should happen when they say that it will.
- 159 I wish they would get a tower down by Hamilton.
- 160 They showed up in a timely manner and got the problem solved. They did a good job.
- 177 We have a problem with our DSL modem and now it's broken.
- 185 They need to improve their online service.
- 187 I would like to have the Internet number back in the plains. [A]
- 191 The rates are too high.
- 195 Put some more towers in for the signal.
- 198 Lack of follow-up resulted in my needing to call a second time with the same problem.
- 199 It took several calls before the problem was fixed.
- 204 Problem is in process of being resolved. I am happy with the XYZ Repair Department.
- 221 I have appreciated the XYZ Telephone service people.
- 224 I liked that the guy who came out on a Friday and came right out to fix my problem.
- 226 We always receive great service.
- 235 I appreciate the time frame that they were here, was great they come as quick as they can.
- 239 Rayleen is doing a great job; he is very friendly and helpful.
- 245 Rick was here within fifteen minutes; I had to call him directly because I had nothing but problems with BTC and no one in the office was helpful and did not answer my questions. [AN]
- 255 They just put in a report and it was fixed. It would be better if they let you know that the problem is fixed.
- 258 If they would have given me some information. They should have given me the repair people would never have to come out and waste their time.
- 265 They came out and dug a trench to bury some line to my sister's house. They didn't do as good a job at repairing the trench as they could have.
- 280 Keep up the good work.
- 281 We love XYZ.
- 282 It would be nice if the problem was fixed faster.
- 304 The company needs more help.
- 310 I live on social security and the rates of \$89.00 per hour are too high. I am considering disconnecting service. The problem never has been fixed and I was charged anyway. They will not insure the line because of the location of my home. I live in the city.

Q5. Do you have any additional comments or suggestions you would like to make?

- 312 Has a noise in the line like I have call waiting or that some one is listing to the call. I do not have call waiting.
- 314 I think that the weekend technicians need to be made more available. I think that the answering service should not tell me that I'm not a customer just because my phone number does not come up in the computer. I just needed to ask a question and never receive an answer.
- 316 Charlie did a wonderful job.