

Why we use CSI & What is it?

Forward from Lance Hull
Vice President of Marketing & Sales
Clayton Homes, Manufacturing Group

Clayton Manufacturing is committed to the highest levels of customer satisfaction. Our expectations for our products and services must be the highest in our industry. Only then can we achieve our goal...not just to meet, but to *exceed* Your expectations. We believe that the only way to successfully manage these expectations is to measure our progress. Accordingly, we are pleased to bring you the first of your quarterly Customer Service Index (CSI) reports.

As we committed to you last fall, the CSI program involves a call to each of your customers approximately six months after they have moved into their new home. This call consists of four simple questions from our call center operator. The answers to these questions will provide an assessment of your customers' overall home buying satisfaction. We will share the results of these calls with you on a quarterly basis. Annual awards for excellence in customer satisfaction will be made at our fall show later this year.

The attached report has with it a brief explanation of how the report was generated and how you might consider it in your customer follow up. If there is any way that we can help you in this effort, please let us know.

As we all know, there is no better advertising than a satisfied customer. Your commitment to customer satisfaction is evidenced in the repeat business that so many of our retailers take pride in. We hope this tool will help you in making sure that your customer's expectations are exceeded in every aspect of our business.

Thank you for your commitment to this effort and for your continued support of Clayton Manufacturing.

Please see attached sample of a Customer Service Index report (CSI). The CSI report is for your benefit and summarizes your customers' home buying experience. This report represents the sum of all customers contacted within the first quarter of the CMH Manufacturing, Inc., Volume Incentive Program year.

As a reminder, the CSI call center will contact your customers six months after they move into their home. Your customers will be asked four simple questions and the results are recorded. These are the questions asked:

1. Would you buy from the same retailer again?
2. Were you satisfied with your salesperson?
3. Would you want the same manufacturer to build your next home?
4. Would you do business again with the same mortgage company?

Your CSI level is based on the customer's assessment of question 1. The results of the other questions are shown for your interest and follow up only. A retailer with a positive response between 100-95% will achieve the "Gold" CSI level; a positive response between 94.9-90% will achieve the "Silver" CSI level; a positive response between 89.9-80% will achieve the "Bronze" CSI level. All positive responses are cumulative and tracked for the entire year, with annual awards given at the fall show.

The graph is a visual representation of the questions that your customers were asked and how your sales center compared to an average score of all CMH Manufacturing Inc. Independent retailers.

The second page in this report represents all customers that responded negatively to the questions asked. It shows you the customer name and a general reason why they answered the question with a negative response.