

*Marketing Support Service***CUSTOMER SATISFACTION INDEXING****Network Support Services**

After significant research of consumers and their purchasing habits, Akzo Nobel has assembled a new category of marketing support services for collision repair centers to enable them to compete at a higher level. These services enable the participating collision repair professionals to leverage economies of scale to accomplish marketing objectives that alone, would be impossible. The program consists of a comprehensive set of integrated services aimed at making the shops the preferred “Repair Solution” for consumers as well as work providers and influencers.

This service is supported by two complimenting partners.



CSI (Customer Satisfaction Indexing) is a systematic program for monitoring business performance by gaining feedback from your customers. Properly done, the results are powerful tools for the marketing and management of your business.

For greatest effectiveness, CSI should be done on a consistent and ongoing basis, and administered by a third party for the highest level of credibility. Most of all, the program should turn customer feedback into useful marketing and management tools that insure long term profitability.

CSi Complete

CSi Complete is a premier provider of CSI services to the collision repair and auto physical damage industries. Utilizing superior account management, leading technology and a dedicated employee base, CSi Complete believes in contributing to the improvement of the industry and the communities in which we do business.

CSi Complete's expertise lies in **Telephone Customer Satisfaction Surveys** – You have a choice of two professionally designed Customer Satisfaction Surveys. Both are conducted over the telephone by competent, professional staff. The short version, (15) questions, captures all that is needed to assess the consumers' experience with the repair center and insurance company. The longer survey gathers additional information to be utilized in future marketing and customer relationship management activities on your individual shop's behalf. All calls are recorded digitally for your future reference and access. “Hot Sheets” are sent electronically to you as needed.

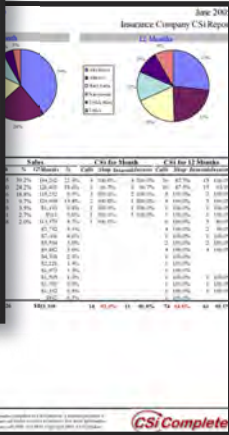
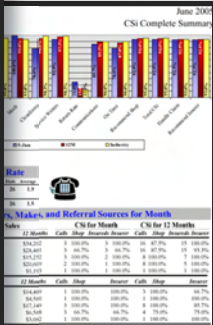
A completion rate of 63-70% allows for outstanding sampling size. Data is transmitted electronically from the repairer and the data warehouse to Phoenix Solutions Group for report generation.

Phoenix Solutions Group

Phoenix Solutions Group is a leader in developing solutions to enhance a client's customer experience and market loyalty. They provide actionable knowledge of your customer's experience in order to train, educate, and assist in improving a shop's market position. Founded in 1988, Phoenix Solutions uses advanced customer research to develop effective marketing solutions - with a 100% money back guarantee!

Phoenix Solution's contribution to this service is their **Mailed Customer Satisfaction Survey** – a comprehensive 25 question customer satisfaction and marketing survey. The survey is highly focused on obtaining critical customer intelligence that drives a shop's marketing effort. Constructed to deliver insights to building customer retention and loyalty, it allows a shop owner to drill into the elements that impede growth.





Facility - Performance Detail

Ranked By Completely Satisfied Customers

Member Companies

Report Period: 11/1/2006 - 11/30/2006

Rank	Company	CS Index	CS Score	CS Index	CS Score	CS Index	CS Score	CS Index	CS Score	CS Index	CS Score	CS Index	CS Score	CS Index	CS Score	CS Index	CS Score	CS Index	CS Score
1	ABC Insurance	95.0	100.0	95.0	100.0	95.0	100.0	95.0	100.0	95.0	100.0	95.0	100.0	95.0	100.0	95.0	100.0	95.0	100.0
2	DEF Insurance	90.0	95.0	90.0	95.0	90.0	95.0	90.0	95.0	90.0	95.0	90.0	95.0	90.0	95.0	90.0	95.0	90.0	95.0
3	GHI Insurance	85.0	90.0	85.0	90.0	85.0	90.0	85.0	90.0	85.0	90.0	85.0	90.0	85.0	90.0	85.0	90.0	85.0	90.0

Investment Analysis*
Customer Satisfaction Indexing

Assumptions

Current Sales (Monthly)	\$100,000
Current Efficiency	150%
Current Gross Profit Margin	39%
Current Overhead Expense to Sales	28%

Profit Drivers

Service Impact

Monthly Profit Change

Sales	1.0%	\$390.00
Efficiency**	N/A	\$0.00
Direct Cost (as a % of sales)	N/A	\$0.00
Overhead Expense (as a % of sales)	0.2%	-\$200.00
Total		\$190.00

Investment

Service Cost (one time)	\$0.00	service cost is reflected in Overhead Expense increase
Salary & Benefits (service execution)	\$0.00	
Travel	\$0.00	
Salary & Benefits (implementation)	\$300.00	
Other Implementation Costs	\$0.00	
Total	\$300.00	

Your Potential Return on Investment

Annual Operating Income Improvement	\$2,280.00
Investment	\$300.00
Return on Investment (\$)	\$1,980.00
Return on Investment (%)	660%
Investment Breakeven in Business Days	33.2



* This analysis is not a financial guarantee. It assumes proper and complete implementation of concepts and recommendations offered.
** Profit improvement from an increase in efficiency is expressed through an increase in sales.