

HONDA

Power

Equipment

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Dear Honda Power Equipment Customer,

You recently contacted American Honda's Power Equipment Customer Relations office regarding one of our products or your dealership's service.

To help us evaluate your experience with our Customer Relations Department, please complete the attached survey and return it to us in the enclosed self-addressed, postage paid envelope.

When answering these questions, please understand that we are seeking your input regarding your interaction with Honda's Customer Relations Department.

Your opinions are important to Honda. Honda Power Equipment continually strives to refine our products and procedures. For your input to be used in guiding future decisions within Honda, it is essential that you mail your completed survey as soon as possible.

Thank you for your time and patience.

Sincerely,

AMERICAN HONDA MOTOR CO., INC.
Power Equipment Division

HONDA POWER EQUIPMENT CUSTOMER RELATIONS SURVEY

Did you contact a Honda dealership prior to contacting the Honda Customer Relations office? **Yes** No

Which dealer did you contact? Ocean Marine Group, Ocean Springs, MS

Did a dealership refer you to the Customer Relations Office? **Yes** No

Which dealer referred you? Ocean Marine Group, Ocean Springs, MS

Please complete the following survey as it relates to your experience with the **CUSTOMER RELATIONS OFFICE PERSONNEL**. Please leave blank those areas which do not apply or which you have no opinion.

1. In general, based on *your* contact with American Honda's Power Equipment Customer Relations Office, please rate the following items:

VERY POOR → → → → EXCELLENT

- | | | | | | |
|---|---|---|---|---|---|
| A. Courtesy of the Power Equipment Customer Relations Office Personnel toward your concerns | 1 | 2 | 3 | 4 | 5 |
| B. Knowledge and ability of the Power Equipment Customer Relations Office Personnel to assist with your concerns | 1 | 2 | 3 | 4 | 5 |
| C. The time it took Customer Relations to initiate actions to assist with your issue | 1 | 2 | 3 | 4 | 5 |
| D. The accuracy of the information you obtained from the Customer Relations Office Personnel when assisting with your issue | 1 | 2 | 3 | 4 | 5 |
| E. The degree of professionalism exercised by our Customer Relations Office Personnel | 1 | 2 | 3 | 4 | 5 |

2. Were you able to fully air your concern regarding a product or service? Yes **No**

3. **OVERALL**, how satisfied were you with the professionalism in which your contact was addressed by American Honda's Power Equipment Customer Relations Office?

- Not Satisfied at All
 Somewhat Dissatisfied
 Somewhat Satisfied
 Very Satisfied

EVALUATION OF FINAL OUTCOME

4. What was the final outcome of your contact with the **Customer Relations Office Personnel**?

- Obtained desired repair, services, or information.
- Did not obtain desired repair, services, or information.
- Still waiting for a reply to my question/problem.
- Other (please specify) _____

5. What was your expectation of Honda?

To Address my problem. See enclosed Letter & Document
