CSS Program Specifications Sheet 2007

CSS Programs

Surveys per Quarter
- *Quarterly: 20 surveys*
- *Basic Monthly: 30 surveys*
- *Premium Monthly: 50 surveys*
- *Basic Weekly: 60 surveys*
- *Premium Weekly: 90 surveys*
- *Custom: Variable*

Additional Products & Services
Additional CSS Questions
- *Up to four additional custom CSS questions.*

CSS Pocket Manager
- *Supervisor Version: $4.00*
- *Store Version: $1.50*

Quarterly ADI Brand Tracking Program
- *Provides market-specific analysis of brand issues. Includes:*
  - *Brand Tracker survey*
  - *Competition Tracker*
  - *ADI Dashboard*
- *Pricing by market size (stores)*

Quarterly Program

Overview

- 20 customer surveys per store/qtr

Reporting
Weekly (e-mail)
- Negative Verbatim Comments
- Perfect/Superb Execution

Quarterly
- Quarterly Report (printed)
- Quarterly Frequency/Ranking Report
- Quarterly Coded Verbatim Comments (CVC) Report
- Customer satisfaction research

Quarterly CSS CD
- CSS ScoreCard
- CSS Management Report
- ADI Reports
- Quarterly report sections
- Jiffy Lube Reports Archive
- Store Ranking Report

Custom Program

Overview

- Customized number of surveys per store/qtr

Reporting
- Similar to Monthly or Weekly programs, as applicable

Monthly Programs

Basic Monthly Program

- 30 customer surveys per store/qtr
  (Approx. 10 surveys per month)
Additional Services (optional)
- Customer Feedback Loop
- Positive Verbatim Comments

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Premium Monthly Program
- $165 per store/qtr
- 50 customer surveys per store/qtr
  (Approx. 17 surveys per month)
- Customer Feedback Loop (included)
- Positive Verbatim Comments (included)

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Reporting
Weekly (e-mail)
- Negative Verbatim Comments
- Perfect/Superb Execution
- **Positive Verbatim Comments (optional for Basic Monthly)**
- **Customer Feedback Loop (optional for Basic Monthly)**
       Monthly (e-mail)
- **Monthly CSS Summary**
- **Monthly EKG Report**
       Quarterly
- Quarterly Report (printed)
- Quarterly Frequency/Ranking Report
- Quarterly Coded Verbatim Comments (CVC) Report
- Customer satisfaction research
       Quarterly CSS CD
- CSS ScoreCard
- CSS Management Report
- ADI Reports
- Quarterly report sections
- Jiffy Lube Reports Archive
- Store Ranking Report

Weekly Programs

Basic Weekly Program

- 60 customer surveys per store/qtr
  (Approx. 5 surveys per week, 20 per month)
- Customer Feedback Loop (included)
- Positive Verbatim Comments (included)

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Premium Weekly Program

- 90 customer surveys per store/qtr
  (Approx. 8 surveys per week, 30 per month)
- Customer Feedback Loop (included)
- Positive Verbatim Comments (included)

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Reporting
Weekly (e-mail)
- Negative Verbatim Comments
- Perfect/Superb Execution
- Positive Verbatim Comments
- Customer Feedback Loop
- **Weekly Tracker**
- **Weekly EKG**
- **Weekly Management Summary**
       Monthly (e-mail)
- Monthly CSS Summary
- Monthly EKG Report
- **Statistically significant feedback monthly**
       Quarterly
- Quarterly Report (printed)
- Quarterly Frequency/Ranking Report
- Quarterly Coded Verbatim Comments (CVC) Report
- Customer satisfaction research
       Quarterly CSS CD
- CSS ScoreCard
- CSS Management Report
- ADI Reports
- Quarterly report sections
- Jiffy Lube Reports Archive
- Store Ranking Report

Io Data Corporation • **136 E South Temple Ste 1450** • **Salt Lake City UT 84111** • **(801) 595-0001** • **www.iodatacorp.com**

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Process

- Customers are contacted via telephone interviews within approximately 7 days of their visit to Jiffy Lube. Approximately 95% of contacted customers will complete a survey.
- The CSS survey takes only 1-3 minutes. During the 3rd quarter of 2006, Io Data Corporation ("Io") completed nearly 100,000 surveys.
- Customer information is electronically provided twice a week by JLI to Io via a random sampling for each participating store. Any customer information is used only for the CSS program – period.

Reporting Elements

- All reports are individually and confidentially prepared for your franchise organization.
- CSS reports include key store operational information. This information is provided via JLI's STATS system and includes car counts, car count percentage increase/decrease, average ticket, dollars over base, labor hours per vehicle, and discount percent.
- The reports identify CSS and operational items that are significantly above or below the franchise national average, helping you focus your resources on issues that can best improve service delivery, increase customer loyalty, and heighten profitability.
- Full integration of the R.I.S.E.™ Improvement Process and the Simplification Management Tools (including The Hierarchy of Service Needs and Statistics Made Easy) in the reporting process. These management tools help you to prioritize improvement direction (Simplification) and to frame and systemize your management approach (R.I.S.E.).
- Each report is tailored to your operational structure. With franchise assistance, paper and electronic reports can be prepared for each supervisor within your operational organization. Additionally, individualized electronic reports (including verbatim comments) can be e-mailed directly to all of the appropriate personnel.

Reports

Weekly (e-mail)

- Weekly Verbatim Comments. Reports verbatim customer comments organized according to the R.I.S.E.™ Improvement Process.
  - Positive Verbatim Comments (Not available on Quarterly Program). Customers who give a perfect score on all CSS attributes are asked to identify what ONE thing stood out that made this service so exceptional. The comments are grouped under the heading, "Step 1: Reinforce Success (Positive Verbatims)." Because of their positive nature, positive verbatims are sent via e-mail directly to the store. They are an additional $3 per store per quarter for Basic Monthly Program.
  - Negative Verbatim Comments. Customers who give a low score on Overall Satisfaction are asked to identify what could have been done to improve overall satisfaction. Comments are grouped under the heading, "Step 2: Identify Improvement (Negative Verbatims)."
- Customer Feedback Loop (Not available on Quarterly Program). The purpose of the Customer Feedback Loop is to help retain customers who recently had a negative experience. The customer name, telephone number, and preferred callback time is appended to the negative customer verbatim comment for consenting customers who expressed concern about vehicle workmanship or are particularly upset about some service element. This service is an additional $3 per store per quarter for Basic Monthly Program.
- Perfect/Superb Execution Notice. This notice is sent to recognize stores with a Perfect or Superb Execution in Customer Service during the past week. Distribution includes the franchise organization as well as the store.
- **Weekly Tracker Report** (Weekly & Custom Programs only). A summary of weekly results for six CSS attributes throughout the month. Scores are presented as trends in a line chart, a Month-to-Date (MTD) score, a ranking of stores at the Level 2 or Franchise level, and a Green (Top Point), Yellow (Middle Point), or Red (Bottom Point) highlighted symbol. It also includes a Composite Score & Rank. The report incorporates scores into the R.I.S.E. Improvement Process and includes Positive and Negative Verbatim Comments. A summary report is available for supervision levels.

- **Weekly EKG Report** (Weekly & Custom Programs only). Overall Loyalty, data from the Weekly Tracker Report, and a Composite Score are represented in a line chart through the weeks of the quarter. It also includes a MTD and Quarter-to-Date (QTD) score. The report is generated at all organization levels.

Monthly (e-mail)
(Not available on Quarterly Program)

- Monthly Summary. This report summarizes CSS data for each month of the quarter.
- EKG Report. The EKG graphically tracks the movement of all CSS and operational attributes reported by CSS over the past 15 months.

Quarterly

- Quarterly Summary. Summary report of CSS and operational data for the most recent quarter, the previous quarter, and a rolling average of the last four quarters.
- Quarterly Trend Analysis. The trend displays (numerically and graphically) CSS and operational data for the past four quarters and integrates the Simplification Management Tools and steps of the R.I.S.E.™ Improvement Process into the report.
- Verbatim Comments Report. This report contains all of the verbatim customer comments collected throughout the quarter (both Positive {optional} and Negative).
- Frequency/Ranking Report. An electronic report that compares the distribution of your stores to the average distribution of all stores participating on CSS. The report ranks your franchise (for each CSS and operational attribute) against all franchises within the JLI DO Level and against all franchises system-wide.
- Store CSS ScoreCard. The CSS ScoreCard (e-mail) combines information from the Trend Analysis and Frequency/Ranking Report at the store level. The report compares the store (for each CSS and operational attribute) against all stores within the franchise and against all stores within the JLI District Level.
- CSS Management Worksheet. This e-mail report incorporates CSS and operational scores into the R.I.S.E.™ Improvement Process.
- Quarterly CSS CD. The physical report packet also includes a personalized CD for your franchise. The CD includes electronic versions of the physical reports, copies of the electronic reports, resources for training (emphasizing customer service), and additional reports.

CUSTOMER SATISFACTION SURVEY