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Priority One seeks feedback on service

Priority One Financial Services, based in St. Petersburg, Fla., recently contracted with Customer Service Intelligence of Cary, Ill., to help increase services for its dealer customers.

The multistage project will begin with CSI seeking dealer feedback regarding Priority One's current level of service. Next, CSI will contact Priority One dealers to determine their individual wants and needs as their dealerships grow. And finally, CSI will get in touch with the dealers' customers to evaluate Priority One's service to boat buyers.

Once collected, Priority One says it will use the data to enhance its existing dealer services and determine what, if any, new services need to be added.

"This customer service research will provide the most comprehensive report card on performance," Lisa Gladstone, Priority One founder, president and CEO, said in a statement. "We intend to share the findings with our dealer and manufacturer partners so they, too, will have a 360-degree picture of the customer service chain — from manufacturer, to dealer, to customer."

Established in 1987, Priority One is a finance and insurance outsource company.