

Boating INDUSTRY

Retail Update

MRAA endorses efforts to seek dealer feedback

Boating Industry
Tuesday March 16, 2004

OAK PARK Ill. – The Marine Retailers Association of America (MRAA) salutes the efforts of Priority One Financial Services in seeking dealer feedback on their services, according to a statement yesterday from MRAA.

"These efforts to increase data concerning the needs and desires of their dealer customers is a very progressive step," MRAA Chairman John Sima said.

An F&I outsource company based in St. Petersburg, Fla., Priority One Financial Services has contracted with Customer Service Intelligence (CSI) of Cary, Ill. to conduct a multistage project seeking dealer feedback.

The Customer Wellness System used by CSI has helped dealers strive for 100 percent customer satisfaction while keeping a better bottom-line focus and should be valuable in the third phase of the project, MRAA said.

"In light of the industry's renewed efforts to increase its customer base and offer better consumer satisfaction levels, this is a commendable project being undertaken by Priority One," said MRAA President Phil Keeter. "By first evaluating their own levels of service, then the needs of their customers and lastly, their customer's customers, Priority One will have a complete roadmap for enhancing and providing services for its customer."

Lisa Gladstone, president and CEO of Priority One, has stated that it intends to share the findings with all its partners in order to have a complete picture of the customer service chain, MRAA said.