



PEAK Service Customer Satisfaction Survey

Meeting and exceeding customer expectations is the key to success. And to understand what your customers expect, you must ask, and more importantly, listen.

Listening to our customers has helped make PEAK Technologies, an RR Donnelley Company, one of North America's largest independent maintenance organizations with Auto ID technologies and forms handling equipment expertise. PEAK is also the largest Independent Service organization in North America specializing in field service repair on most major brands of laser, matrix and thermal printers plus depot repair of barcode and Auto ID products.

PEAK provides service to more than 25,000 customers and manages over 100,000 pieces of equipment under contract. Our 370 Customer Engineers (CE's) located throughout the US, Canada, Mexico and Europe average 15 years of industry experience and are factory trained and certified.

Annual Service Customer Satisfaction Survey

Since 1997, the PEAK Service Organization has surveyed its customers to ensure that we continue to provide the industry's best service. Customers are asked to evaluate PEAK's performance in nine categories including: initiating a service request, technical ability, effective communications, response time, ease of administering a service agreement, customer engineer knowledge/professionalism, and local management effectiveness.

Why Do We Survey Our Customers?

With each passing year, the survey process sets a benchmark in our quest for continuous improvement. By comparing current performance to past, the survey provides an important tool by which to measure the effectiveness of our improvement initiatives. The survey also provides us with real-time customer input right at the point of service delivery. This annual check-up allows our service organization to quickly identify issues and take corrective action before minor problems become serious. We can't imagine running a service and support organization without ongoing customer satisfaction information.

How Our Survey Process Works

Each year, a 9-question survey is mailed to a sample of our service customer base in every region. Customers are asked to rate the PEAK Service Organization on a scale of 1 to 5. Customers are also encouraged to include any issues, insights, comments, complaints or compliments they wish to provide. Customers send the completed survey back to a central point at PEAK and the results are tabulated.

From the results and feedback, PEAK is able to analyze customer satisfaction on an organizational, as well as individual, level. This valuable information helps us identify what we're doing right and what we could do better. For areas that need improvement, a detailed action plan is developed and implemented, typically at the local regional service level. Recognition is also given to the local service region and individual CE's that received high ratings and customer acknowledgment for a job well done.



Customer Recommendations

Over the years, information from this survey and feedback process has led to many improvements and enhancements to our procedures and offerings. Some of the recommendations suggested by customers, and implemented by PEAK, include:

- **Web Based Service Call Management System**
- **Increased Spare Parts Inventory**
- **Improved Call Handling Process – Reduced Hold Times**
- **Expanded CE Product Knowledge**
- **Expanded Equipment Support Offerings**

In the service industry, truly understanding customer needs is fundamental to delivering superior service. To understand, we must ask, listen and learn. At PEAK, we strive to be the best listeners in the business. And as a result, to deliver the best service in the world.

"PEAK is one of the best service providers we have seen."

PRIORITY AIR EXPRESS,
a PEAK Service Customer



PEAK Service Customer Satisfaction Survey



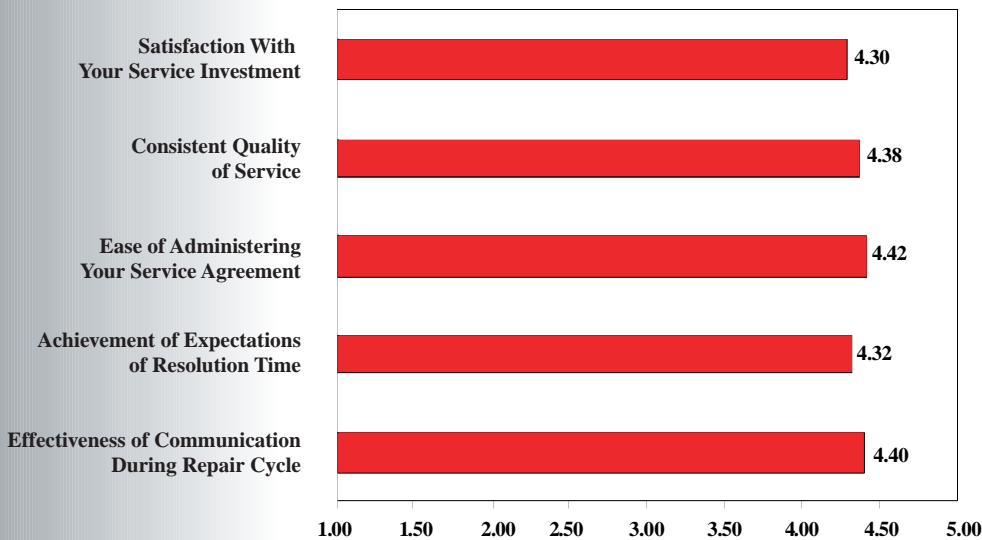
Customer Survey Results

The Customer Engineer's knowledge and professionalism has consistently been the highest score on the PEAK customer satisfaction survey year after year.

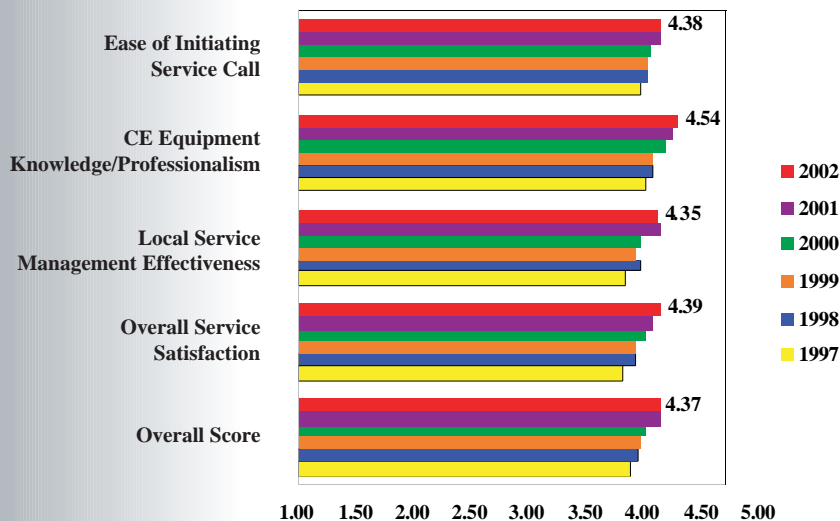
The latest results indicate that PEAK rated:

Overall Service Satisfaction	97%
Consistent Quality of Care	97%
Customer Engineer Knowledge and Professionalism	96%
Ease of Initiating a Service Request	96%
Achievement of Expectations of Resolution Time	95%

Survey Results 2002



Survey Results 6 Year Trend: 1997 - 2002



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