



## Certified Dealer Network

# Customer Satisfaction Improvement Program

### Needs

### Assuring customer satisfaction

To us, customer satisfaction is more than just a marketing phrase. It's a category in the performance criteria against which dealers are assessed for membership in the Certified Dealer Network.

Here is what the criteria measure and monitor:

- How accurately the dealer understands our customers' requirements for products and services
- How effectively customer service is managed and how responsive the dealer is to our customers' requirements
- How consistently the dealer employs methods to determine satisfaction levels and gain information for improvement

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### We put our performance on the line

We ensure that certified dealers continuously measure and improve customer satisfaction levels by making our Customer Satisfaction Improvement Program a requirement of certification. A component of this program is our Customer Satisfaction Survey.

Our Customer Satisfaction Improvement Program is designed to complement other methods of customer feedback and help network members use the information we collect. We accomplish that by:

- Analyzing performance trends from accumulated data
- Identifying opportunities for improving performance and adding value
- Managing performance improvement programs
- Recognizing and rewarding performance excellence and improvement

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To maintain certification status, we set minimum standards for customer satisfaction and establish targets for performance improvements. We identify improvement opportunities, formulate action plans, and monitor and track their effectiveness.

We also recognize dealers with high performance scores, as well as those that show improvement.

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### **We put surveys online**

We've found the real worth of the Customer Satisfaction Program is the accumulation of our customers' feedback over time and being able to translate that information into useful analysis of performance. So we created a web-based tool to collect the data and make it easy for customers to enter their feedback and for certified dealers to review the results.

Since customers enter their feedback directly into a web-based program, the data is accurate and timely. The data can be accessed and analyzed at any time.

The web-based tool lets certified dealers monitor their status, track their progress toward improvement, and compare their performance to that of other dealers. And it helps them identify areas in which they can add value to the services offered to our customers.

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### **For more information**

Herman Miller's Certified Dealer Network members work together—contributing knowledge, creativity, and design experience—to make places for our customers to achieve and sustain their business goals. Please visit our website at [www.hmcn.com](http://www.hmcn.com).

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### **Creativity. Experience. Solutions.**

Herman Miller's Certified Dealer Network.