

For Immediate Release

Release Five Star Vendor – 03151AI

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NO KILL DATE

beSatisfied named a “Recommended Five Star Follow-Up Vendor” by DaimlerChrysler Motors Company

Deerfield Beach, FL – beSatisfied, an industry leader providing customer satisfaction follow-up, owner loyalty and retention programs, has announced today that it has been named a “Recommended Five Star Follow-Up Vendor” to the automotive industry by DaimlerChrysler Motors Company. The company through its carpro follow-up program has met all the criteria to provide Five Star Dealers the ability to meet all manufacturer guidelines.

“Our programs were created to not only meet and exceed manufacturer standards, they were designed to identify the root cause of a customer’s issue and provide accountability for that issue” says beSatisfied Executive Vice President, Keith Semok. This “accountable concern resolution process” allows all levels within a dealership the ability to monitor, track and manage customer concerns directly through our secure web site. The accountability process ensures that customers who are not completely satisfied remain the dealer’s primary focus until action is taken to correct customer problems.

“I have been doing business with Otto Fernsel, President of beSatisfied for over 20 years. I have had two Dodge Dealerships and beSatisfied’s Carpro Follow-Up Programs have helped bring these dealerships from disaster to Five Star Dealerships, BeSatisfied has a great team” states Mark Arnold, General Manager, Spitzer Dodge of Homestead, Florida.

All follow-up programs and surveys are standardized to ensure quality, efficiency and the ability to trend data. Results are reported via the Internet through our password protected and secure web site and can be accessed 24 hours a day, 7 days a week. Reports are designed for ease of use and include frequencies, mean scores, graphs and respondent verbatim comments. The proactive programs are designed to minimize complaints while giving the dealer the tools necessary to establish a “customer for life” relationship.

beSatisfied is a leading solutions provider of Customer Satisfaction, Loyalty, and Retention programs. More information: Keith Semok, phone: 800-521-4234.