



Marketplace Facts and Figures

Customer satisfaction in the Services industry continues to be below the 1994 baseline score of 74.4.

1997 67.7

2000 69.4

2002 70.2

2003 72.8

(Source: American Customer Satisfaction Index, University of Michigan*)

Getting a customer's attention is much more difficult:

- **Each of us receives more than 3,000 commercial messages a day.**
- **Only 15% of these register.**

* The American Customer Satisfaction Index (ACSI) was established in 1994 and is a joint venture between private industries and the University of Michigan Business School to provide a new economic indicator. The ASCI tracks the quality of products and services from the perspective of the customer.

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1668 S. Telegraph Road, Suite 100, Bloomfield Hills, MI 48302

Phone: (248) 253-0300 Email: info@lwmarketworks.com