



### Consumer Satisfaction Survey

The National Association of the Remodeling Industry, MN Chapter (NARI of MN) asks you to rate the services recently performed for you by a member of our organization. Your feedback will be used to assess the level of service that was provided. The purpose of your participation is to help other consumers understand the value of using a NARI professional.

Once completed, this survey should be sent directly from the consumer to the NARI MN office at 275 Market St. Ste 565, Minneapolis, MN 55405. This survey may also be faxed to 612.332.7854.

**The following company provided services for me:**

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

Description of work performed: \_\_\_\_\_

Job completion date: \_\_\_\_\_

Level of satisfaction I received:

	5 Excellent	4 Good	3 Fair	2 Poor	1 Unacceptable
<b>Quality:</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Responsiveness:</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Met Deadlines:</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Professionalism:</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Communication:</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**I confirm the information provided in this survey is true and represents my first-hand experience.**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Consumer Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Consumer Email Address: \_\_\_\_\_

Thank you for your feedback!

## NARI of MN Achievement in Consumer Excellence (ACE) Award

### What is the ACE Award?

ACE – Achievement in Consumer Excellence is a consumer rated award program that recognizes NARI MN members who provide exemplary service. All members who provide products or services to consumers are eligible. Member company size, project size, or dollar amount does not matter. Member companies of all types and sizes can be recognized as ACE Award recipients based on consumer evaluations of their work.

### Purpose

- To recognize NARI members who provide superior service based on consumer ratings.
- To provide greater opportunities for NARI members to distinguish themselves as elite service providers.
- To increase consumer confidence in hiring NARI of MN members.
- To increase the benefits of belonging to NARI of MN.
- To increase consumer awareness of NARI of MN and our members.

The ACE Award will recognize members who receive an average score of 4 (out of a possible 5) on five criteria: **quality, responsiveness, meeting deadlines, professionalism, and communication**. Consumers who have directly worked with the NARI member will rate them in each of the five areas. To qualify members must receive an average score of 4, with no score in any individual category lower than a 3. **Members who receive the required scores on a minimum of five surveys** are recognized as a NARI MN ACE Award recipient. **This recognition is valid for one year unless surveys are received that reduce the average score below the level required for recognition. To earn the ACE Award the following year, five new surveys with qualifying scores must be submitted.**

### Process

1. A NARI member performs work for a consumer. This may include a wide range of services our members provide to consumers (i.e. remodeling projects, appliance sales, design, exterior renovations, financing, etc).
2. The NARI member obtains the survey from the Member Resources area of the NARI MN website or stops into the NARI MN office to pick up survey postcards.
3. The NARI member provides the addressed, stamped survey to the consumer upon completion of the work or service.
4. The consumer completes the survey and mails it to the NARI MN office.
5. NARI MN office tracks the results. Once a minimum of five surveys are received with qualifying scores, the member is recognized as an ACE Award recipient.
6. To maximize the benefit of this program, the NARI member promotes the award through their own marketing channels (i.e. website, email signature line, company brochures). Award recipients are also recognized on the NARI MN website, via E-News, Quarterly Newsletter and the NARI MN consumer awareness publication as a NARI MN ACE Award recipient.

### Pertinent Details

- Work must be performed to submit a rating.
- Price paid will not be a consideration.
- Awards will not be broken down by size of firm and the criteria will be the same for all firms.
- Surveys are accepted on projects and services completed within the last year.
- No awards will be given to non-member companies.

## Frequently Asked Questions

### **Q. How is the ACE Award different than the COTY Award?**

A. **The ACE Award** is an achievement earned by providing great service to consumers and represents the attainment of a standard of excellence. Consumers rate members based on quality, responsiveness, meeting deadlines, professionalism, and communication. Members do not compete with one another to earn the ACE Award. Instead, any company that achieves the required scores is recognized as an ACE Award recipient. **The COTY Awards** are based on superior construction and design. Industry peers are the judge of this prestigious award, and members compete with one another to determine award winners in each category. The ACE & COTY Awards allow members recognition in two different ways. ACE acknowledges service, and COTY acknowledges the end project result.

Both ACE Awards and COTY Awards generate consumer and industry awareness, depending on how recipients promote their accomplishment.

### **Q. What will consumers use to rate my service?**

A. A short survey. NARI MN will provide access to the ACE Award survey to our membership on the Member Resources section of our website: <http://www.narimn.org>. Postcard surveys are also available at the NARI of MN office. Once a member is finished with the project or service, they will leave the survey with the consumer who will fill it out and submit the survey directly to the NARI MN office.

### **Q. What score do I have to attain to be recognized as an ACE Award recipient?**

A. Members are rated in five categories: Quality, Responsiveness, Meeting Deadlines, Professionalism, and Communication. To qualify members must receive an average score of 4 out of a possible 5, with no score in any individual category lower than a 3. Members are eligible once a minimum of five surveys are received by the NARI MN office.

### **Q. Does my project, service, or sale have to be a certain size for me to be eligible?**

A. No. Work of any size, dollar amount, or time length is eligible.

### **Q. What types of members are eligible to win this award?**

A. All types of members are eligible to win this award. The only requirement is that the member has to work directly with the consumer.

### **Q. How are award recipients acknowledged?**

A. Award recipients are strongly encouraged to publicize this recognition through their own channels: i.e. websites, promotional materials, email signature line, and advertising. Members achieving the ACE Award will also be recognized on the NARI MN website, in the E-News, Quarterly Newsletter, and in NARI MN's consumer awareness publication.

### **Q. Once I earn the ACE Award, how long will it remain?**

A. Once you have earned the award, the recognition remains for one year, or until your average score drops below the required level, tracked on a quarterly basis. To earn the ACE Award the following year, five new surveys with qualifying scores must be submitted.

### **Q. The first year I submitted 10 surveys with qualifying scores. Does this cover two years?**

A. No. You cannot bank or carry over surveys to subsequent years. To qualify for the ACE Award in any year, five new qualifying surveys must be received by the NARI office.

**Q. Are there any restrictions concerning how I promote the Award?**

A. Yes. Award recipients must include National Association of the Remodeling Industry, MN Chapter or NARI of MN, and the year that the award is active (i.e. "2010 Recipient of the Achievement in Consumer Excellence Award from the National Association of the Remodeling Industry, MN Chapter").

**Q. Do I have to pay a fee to access the survey or earn the ACE Award?**

A. No. This opportunity for exposure and distinction is a complimentary benefit of your NARI membership.

**Q. Where do I access the survey?**

A. The survey will be available in PDF form on the Member Resources area of the NARI MN website: [http://www.narimn.org/resources\\_memb.html](http://www.narimn.org/resources_memb.html) and survey postcards will be available in the NARI MN office.

**Q. What if my company doesn't work directly with consumers?**

A. If your company doesn't work directly with consumers, you are not eligible for the ACE Award. However, if your company provides outstanding service to NARI member companies, you are recommended to enter the Associate of the Year (A-COTY) competition. Entry materials for A-COTY are available from the NARI MN website around June 1<sup>st</sup> of each year.

**Q. Should I enter the ACE Awards or the COTY Awards?**

A. You should participate in both programs. Each program produces separate outcomes and different types of recognition. The ACE Awards recognize excellence in service and are rated by consumers. The COTY Awards recognize excellence in design and construction and are judged by industry peers.

**Q. Why should I earn the ACE Award?**

A. You should earn the ACE Award because consumers love the approval of other consumers. You gain promotion through a third party entity that will increase your exposure and recognition as an exemplary service provider. This is an added benefit of your NARI of MN membership at a time when you need it the most.