

MarketPulse™ Survey Program

Information Sheet

Updated: 2008




*Quality You Can Trust Since 1886...
From North America's Largest Roofing Manufacturer™*



MarketPulse™ Survey Program

Learn About Your Customer's Decking Experience

<p>What It Is...</p>	<p>Property owners that purchase an enhanced deck & rail system warranty are encouraged to take an online satisfaction survey, providing you important customer feedback.</p>													
<p>Benefits For You...</p> <p>Encourages Feedback to Help Improve Your Business!</p>	<ul style="list-style-type: none"> • Improved Feedback...property owners may provide more detail in this survey than they may share directly with you • Better Manage Your Business...survey measures performance of sales, operations, and overall satisfaction • Further Differentiate Your Company...by demonstrating that you encourage customers to share their results, express this as a key part of your overall quality assurance program • Comparison To Your Peers...your overall survey scores are compared to national averages to give you better perspective as to how your company is performing 													
<p>How It Works...</p> <p><i>Program available to:</i></p> 	<table border="1"> <thead> <tr> <th>Step</th> <th>Action</th> </tr> </thead> <tbody> <tr> <td>Step 1</td> <td>GAF-Elk Certified™ Deck & Rail Installer sells an enhanced warranty – Smart Choice® CrossTimbers® System Ltd. Warranty or Smart Choice® CrossTimbers® System Plus Ltd. Warranty.</td> </tr> <tr> <td>Step 2 (Online)</td> <td>GAF-Elk sends a warranty confirmation letter to the property owner encouraging them to take a quick online satisfaction survey</td> </tr> <tr> <td>Step 3 (Online)</td> <td>Property owner enters their personal survey code and completes online survey (owner can use the code one time only) or returns written by mail</td> </tr> <tr> <td>Step 4</td> <td>GAF-Elk will also be providing a copy of the survey with a pre-paid self-addressed envelope for those customers more comfortable with providing feedback via standard mail. Results will be posted and available for your review on Certified Contractor Zone by GAF-Elk</td> </tr> <tr> <td>Step 5 - Online</td> <td>GAF-Elk Certified Contractors can track results on the Certified Contractor Zone</td> </tr> </tbody> </table>	Step	Action	Step 1	GAF-Elk Certified™ Deck & Rail Installer sells an enhanced warranty – Smart Choice® CrossTimbers® System Ltd. Warranty or Smart Choice® CrossTimbers® System Plus Ltd. Warranty.	Step 2 (Online)	GAF-Elk sends a warranty confirmation letter to the property owner encouraging them to take a quick online satisfaction survey	Step 3 (Online)	Property owner enters their personal survey code and completes online survey (owner can use the code one time only) or returns written by mail	Step 4	GAF-Elk will also be providing a copy of the survey with a pre-paid self-addressed envelope for those customers more comfortable with providing feedback via standard mail. Results will be posted and available for your review on Certified Contractor Zone by GAF-Elk	Step 5 - Online	GAF-Elk Certified Contractors can track results on the Certified Contractor Zone	
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<p>View Your Results...</p>	<p>Simply go to www.contractors.gaf.com and log into your site on the Certified Contractor Zone to view all results under “My Survey Results”</p>													
<p>Educate Your Customers...</p>	<ul style="list-style-type: none"> • Warranty Confirmation Letter...make sure they understand that they will be receiving a letter that will include their personal survey code for online survey taking, as well as a survey that can be mailed directly to us for their convenience. • Encourage Property Owner To Take Survey...share with them that their feedback is an important part of your quality assurance program and helps you achieve your goal of continuous improvement • GAF-Elk Survey Sweepstakes...<i>all property owners that participate and return the survey will automatically be entered in our monthly drawing for an American Express Gift Cheque</i> 													
<p>Questions?</p>	<p>Contact your local GAF-Elk Composite Market Specialist or call the Certified Contractor Hotline at 888-532-5767, option 3.</p>													