

# **Customer Satisfaction**

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**Luke Baker and Bruce Smith**



Mack Trucks, Inc.

Operating Philosophy

## **THE CUSTOMER IS THE FOUNDATION OF OUR BUSINESS!**

**We strive to exceed our customer's expectations by:**

- *Understanding and focusing on their business needs*
- *Offering products and services of superior value*

**Quality is a prerequisite to Customer Satisfaction:**

- *Quality: A measure of our performance through our customer's eyes.*
- *Process Orientation: Our processes must be robust, efficient and continuously improved to ensure profitability for Mack and our customers.*

**Our people show a clear commitment to Customer Satisfaction and Quality:**

- *Our leadership engages the participation of all Mack team members to work toward clearly defined objectives.*

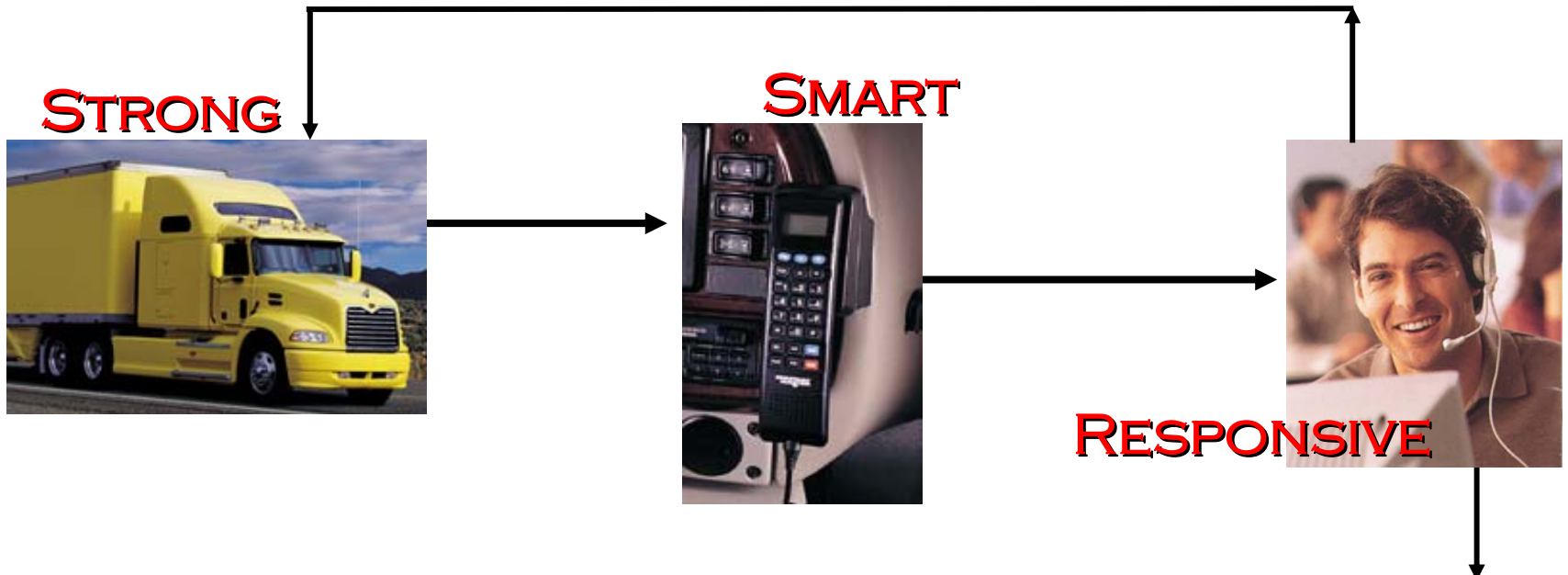
Paul Vilmer, President and Chief Executive Officer  
June 16, 2003

**OneCall  
CompleteCare**

# Mack OneCall CompleteCare

- We've asked you to be there, now we will be there as well
- Caring for the customer and being there for the dealer after hours, weekends and holidays
- Product and customer support to the next level
- Single toll-free number to take advantage of Mack resident expertise

# JUST LIKE OUR TRUCKS...



## Mack Call Center

- Complete breakdown management
- Roadside Assistance/Towing
- Mack technical support
- Vendor component expertise
- Parts locator
- Dealer locator



# The Customer Experience

- Needs handled through breakdown management services
- 500+ Mack Trucks repair locations
- Over 5,000 independent repair locations



# The Customer Experience

- Repair determination within first hour
- Repair two hours or less handled immediately
- Warranty handled directly with repairing dealer





# The Customer Experience

- Electronic:  
Vehicle communication available to the customer/dealer
  - Real Time
  - Diagnostics
  - Reports
  - Updates
  - Locator
- All assistance is recorded and tracked

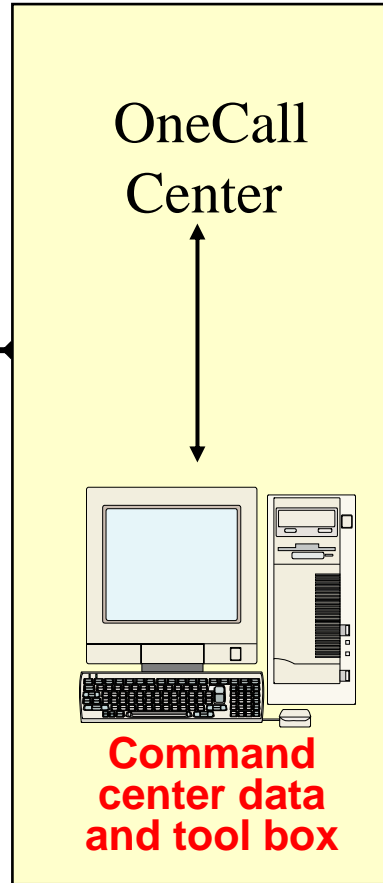


# Behind the Scenes

Present:



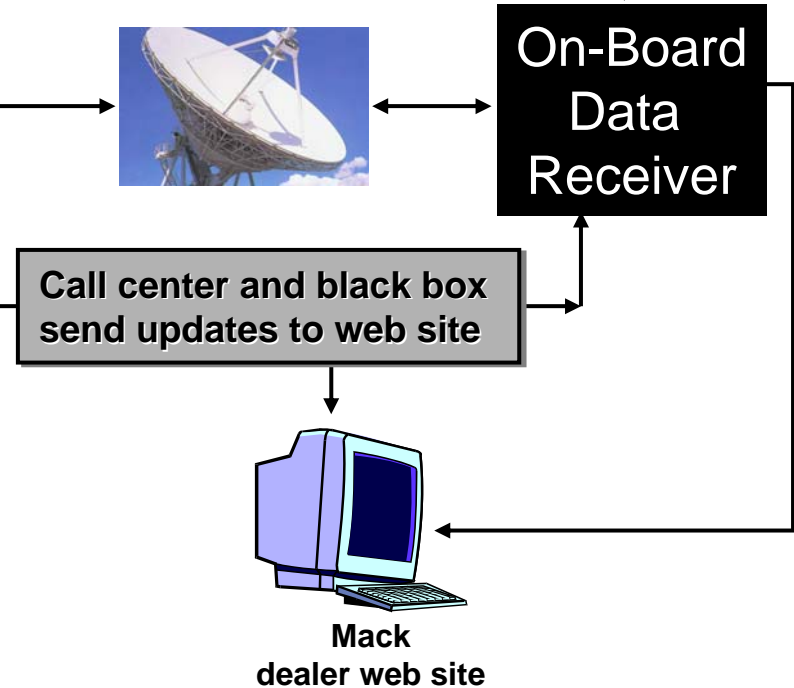
Phone/fax



Future:



On Board Diagnostics (OBD)



# Customer Promise

(NEW)

- One toll-free number for emergency or technical assistance
- Arrange roadside or towing service within one hour of notice
- Seven days a week–24 hours a day
  - Technical and diagnostic information
  - Service parts
  - Dealer locator for nearest Mack or other dealer as necessary

# Customer Promise

(NEW)

- Warranty payment authorization available to repairing dealer
- Communication link with roadside assistance, dealer and driver/owner
- Emergency needs are managed directly by Mack, not third party service providers

# Personnel Skills

- Strong interpersonal skills in customer service techniques
- Extensively trained in technical and social skills of call handling
- Collected numerous years of industry experience
- Strong mechanical attributes

**OneCall  
CompleteCare**