

Dear Industry Member:

Nearly 10 years ago, the Committee on Excellence launched a landmark study measuring the consumer satisfaction levels of RV owners with their product as well as their experiences at RV dealerships and campgrounds. Over the course of our studies, the findings consistently indicated that the great majority of RV owners are very satisfied with their overall RVing experience, however, it also must be noted that results remained relatively flat since the inception of the research.

In an effort to determine how best to improve the level of satisfaction among RV owners, the Committee on Excellence formed five task forces to focus on issues identified in the consumer satisfaction research within five specific areas: Customer Warranty; Industry Communication and Support; Industry-Wide Training; Product Quality; and Replacement Parts Availability. Each group was asked to develop new solutions to common, and in some cases, long-standing problems.

We commend the efforts of all the dedicated volunteers who served on these task forces and extend our sincere gratitude to them for the time and effort they invested in examining the complex issues affecting customer satisfaction within the RV industry and developing potential solutions. We especially want to also recognize and thank the chairs of each task force: Ellen Kietzmann—Customer Warranty; Stan Sunshine—Industry Communication and Support; Bruce Cooper—Industry-Wide Training; John Thompson—Product Quality; and Debbie Brunoforte—Replacement Parts Availability.

The following reports identify the root causes of problems within each task force's specific area of responsibility and provide potential solutions to these problems. We believe these reports are a very powerful tool that industry members can utilize to improve customer satisfaction at their respective companies and organizations. The reports are a tremendous benchmark for measuring your individual operations and procedures as well as a very informative guide detailing how best to improve your customers' experiences.

We urge you to utilize this report and hope that it adds to the success of your business.

Marty Shea, Committee on Excellence Co-Chair  
Jim Sheldon, Committee on Excellence Co-Chair  
Richard Coon, RVIA President  
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