



Sportsman's Outfitter & Marine Earns Mercury Marine Service Award

Mercury Marine has presented Sportsman's Outfitter of Belton, Missouri, the prestigious Service Customer Satisfaction Index (CSI) Award.

Mercury Marine's Service CSI Program measures the satisfaction of consumers after having service work done on their Mercury outboard or MerCruiser Sterndrive or inboard. Sportsman's Outfitter & Marine won the Service CSI Award for its ongoing commitment to providing exemplary customer service based on the responses of customers who had warranty work performed at the dealership during the year prior to the award. A very small percentage of dealers out of over 5,000 across North America qualified for the Service CSI Award last year. It is noteworthy that Sportsman's Outfitter & Marine earned this impressive award for seven consecutive years. Less than a dozen dealerships in North America have won the award as many consecutive years since it has been available. It should also be noted that the service department at Sportsman's Outfitter & Marine earned a perfect CSI score of 100% last year.

The CSI score for each dealer is measured and monitored by Mercury Marine. After warranty work has been completed, Mercury sends out a Service CSI survey to the consumer, asking him or her to rate the service received. To even be eligible for the Service CSI Award, a dealer must maintain a rolling 12-month score of 90 or better out of 100 in three areas of the Service CSI survey. These questions ask consumers to rate their overall service satisfaction with the dealership, rate their satisfaction with the Service Advisor at the dealership, and also indicate if they would re-visit the dealership again in the future.

Tracking Service CSI scores is a way Mercury evaluates the effectiveness of its individual dealers and of its own policies and training programs. Dealerships that score high in Mercury's Service CSI surveys are recognized through the awards program.

Mercury Marine is a division of Brunswick Corporation.

Headquartered in Lake Forest, Ill., Brunswick Corporation endeavors to instill "Genuine Ingenuity"™ in all its leading consumer brands, including Mercury outboard engines; Mercury MerCruiser sterndrives and inboard engines; MotorGuide trolling motors; and Lund fishing boats. For more information, visit www.brunswick.com.