

# Boating INDUSTRY

## **Retail Update**

### **Priority One Financial seeking dealer feedback**

*Boating Industry*

Wednesday March 10, 2004

ST. PETERSBURG, Fla. – Priority One Financial Services has contracted with Customer Service Intelligence (CSI) to seek dealer feedback regarding Priority One’s current level of service and determine their needs and wants as their dealerships grow, Priority One said in a press release yesterday.

CSI will also contact the dealers’ customers to evaluate Priority One’s service to buyers and, if requested, the consumer surveys could also obtain feedback on products and services.

Priority One said it will use all of this data to enhance existing dealer services and to determine what new services should be added.

“This customer service research will provide the most comprehensive report card on performance,” said Lisa Gladstone, Priority One president and CEO. “We intend to share the findings with our dealer and manufacturer partners, so they too will have a 360-degree picture of the customer service chain – from manufacturer, to dealer, to customer.”