

Zero Zone Customer Satisfaction Survey



It has been four years since our last customer satisfaction survey, and our analysis of those results and recognition of their importance has made a significant contribution toward our company's success in the last few years. In fact, Zero Zone has experienced substantial growth since then.

As a result, Zero Zone contracted with an outside market research firm to conduct a new customer satisfaction survey in November 2012. In this latest survey, we were pleased to see that our customers value our personalized service, product quality, and innovation more than ever.

I am honored to report that we received an impressive overall rating of over 90%, and I credit our employees with having made it possible for our customers to rate Zero Zone so highly.

~ **David H. Morrow**
President & CEO



The Responsive Company™

Compared to competitors, Zero Zone provides the best combination of:

Innovation,
Quality
&
Responsiveness

We are committed to providing tailored solutions that exceed our customers' expectations and earn the privilege to be their trusted partner.



Systems Division



Case Division

Zero Zone Customer Satisfaction Survey

Why Do Our Customers Think Zero Zone is Better?



High-Quality Products:

“We go to stores now to remodel them and when there are Zero Zone cases in there, 30 or 35 years old, what does that tell you? They last and last and last and last.”

Customer Service/Responsiveness:

“You can pick up the phone and you can get to inside sales right away, or they respond back to you quickly.”

Established Relationships:

“We’ve had a long relationship with the same people at Zero Zone where a lot of other companies have been bought out and turned over and hire new people. So you don’t get quite the same relationship that you do with Zero Zone, and everybody likes that. That’s not just a ‘me’ thing, it’s an ‘everybody’ thing.”



Important Factors in Customers’ Purchase Decisions:

▪ On-Time Delivery	99%
▪ Product Durability/Longevity:	96%
▪ Energy Efficiency	89%
▪ Maintenance Cost	83%
▪ Merchandising Flexibility/Effectiveness	82%
▪ Equipment Warranty	79%
▪ Ease of Installation	74%

Overall Customer Ratings:

- 79% are highly satisfied with the value received from Zero Zone.
- 81% are highly satisfied with the quality of our systems.
- 88% find Zero Zone easy to do business with.
- 90% of customers say they are likely to buy from Zero Zone again within the next two years.
- 91% feel that Zero Zone is living up to its mission statement.
- 93% are highly satisfied with the quality of our cases.
- 93% say they would recommend Zero Zone to others.

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We are grateful that our customers view Zero Zone as a provider of well-engineered quality products, offered at competitive prices, delivered when promised, and with the highest levels of responsiveness and personalized service. Our employees are committed to exceeding those customer expectations today—and in the coming years.



The Responsive Company™