

MEMORANDUM

TO: Valued CMH Manufacturing Retailers
DATE: December 9, 2004
FROM: Mike Comparato **SUBJECT:** Customer Service Index

Please find attached your third quarter Customer Service Index report (CSI). The CSI report is for your benefit and summarizes your customers' home buying experience. This report represents the sum of all customers contacted within this CMH Manufacturing, Inc., Volume Incentive Program year.

As a reminder and discussed at last year's home show, the CSI call center contacted your customers six months after they moved into their home. Your customers were asked four simple questions and the results were recorded. These are the questions asked:

1. Would you buy from the same retailer again?
2. Were you satisfied with your salesperson?
3. Would you want the same manufacturer to build your next home?
4. Would you do business again with the same mortgage company?

Your CSI level is based on the customer's assessment of question 1. The results are of the other questions are shown for your interest and follow up only. A retailer with a positive response between 100-95% will achieve the "Gold" CSI level; a positive response between 94.9-90% will achieve the "Silver" CSI level; a positive response between 89.9-80% will achieve the "Bronze" CSI level. All positive responses are cumulative and tracked for the entire year.

The graph is a visual representation of the questions that your customers were asked and how your sales center compared to an average score of all CMH Manufacturing Inc. Independent retailers.

The second page in this report represents all customers that responded negatively to the questions asked. It shows you the customer name and a general reason why they answered the question with a negative response.

If there are any questions concerning this report or the CSI program please give me a call at (865) 380-3000 ext. 5325.