



Service Operating Guide

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1. QUALITY OF SERVICE SURVEYS:

To ensure that our customers' high expectations for excellent service are being met, Whirlpool sends a customer survey card to consumers for which a labor claim is received.

Sample survey introduction



Dear valued Customer,

Our records indicate that you recently received service for your KitchenAid product. The service performed was conducted by an Authorized KitchenAid Service Center, which is independently owned and operated.

Please assist us in evaluating and subsequently improving our customer service by completing this survey. The survey is a postage paid response card for your convenience.

If your product has not been repaired to your satisfaction, please contact us at 800-422-1230

Thank you for your response and continued confidence in KitchenAid products.

Sincerely,

Matthew Dawes, Director – Field Service




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Sample Survey:

[brand] Service Quality Survey

Product: GHW9400P Washer



1. Have you recently had a product serviced by [service provider name]?
 Yes (Continue) No (End survey / mail card)

2. What was the reason for service (check all that apply)?
 Required instructions on use Damaged upon delivery
 Not operational (broken) Not installed properly Other

3. Rate your satisfaction to each item where:		5	4	3	2	1
5=Completely Satisfied	Overall service experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4=Somewhat Satisfied	Scheduling courtesy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3=Neutral	Appointment availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2=Somewhat Dissatisfied	Time to complete repair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1=Completely Dissatisfied	Repair satisfaction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	The service company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Your [brand] product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Was your service technician the following (check all that apply):
 Knowledgeable Courteous Neat Prompt

5. How many home visits were required to complete the repair?
 1 2 3 4+

6. Was the repair fully covered under warranty? Yes, Covered full cost
No, I paid partial costs I paid all costs Service contract coverage

7. If you are dissatisfied with your product, is it due to (check all that apply)
 Service experience Product quality Other Non-Applicable

8. Would you recommend our family of products to others? Yes No

9. May we share your response with the service company? Yes No

Note: Survey questions and their order may change without notice.



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All customer responses to survey cards, including customer comments, will be summarized in Service Bench and it is recommended to review this on a regular basis. This information will help identify the need for technical training, to improve the service company's customer relations skills or to recognize exceptional service.

Responses to the survey are incorporated into an Independent Service Contractor (ISC) scorecard that is used in conjunction with other measures to determine future rate considerations.

Customer responses, which reflect major discrepancies between the service company and customer's statement of service work performed, may result in debits being issued for total dollars represented (parts and/or labor). The service company will be notified of the discrepancy through the issuing of a debit.

Identification of discrepancies can lead to Whirlpool pursuing action up to and including termination of the contract agreement.

2. WARRANTY CLAIMS AUDITING:

Whirlpool and its warranty claims auditing function is concerned about product quality, customer loyalty, and warranty cost. As a designated ISC, you are required to adhere to the policies and procedures outlined in this guide and to provide us with complete information on all warranty repairs.

Our renewed focus and attention on these objectives is aided by our system capabilities including a data warehouse that contains all warranty claim history. Each claim and all the information on it are keyed into our data warehouse system. We can then query against all historical claim information looking for those exceptions that are unusual or against the policies outlined in this guide.

When exceptions are found the audit department will contact you with the information and send a copy of the audit to the responsible Whirlpool Field Service Representative. It is important to contact the audit department immediately if you have any questions or concerns with the information provided to you. You will be monitored for all exceptions on an ongoing basis. If the exception does not improve or is not eliminated you can expect Whirlpool to take further action.

NOTE: To make it easier for you to contact us with your questions regarding the policies outlined in this guide, information sent by the audit department, or claims that have been billed back, please call the Exception Management Team, 888-678-8808, and select the prompt for the Data Quality Team.



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