

THE POWER REPORT



J.D. Power and Associates Special Report on Simonton Windows®

Simonton Windows® Ranks Highest in Builder and Remodeler Satisfaction Among Residential Window and Patio Door Manufacturers

Simonton Windows Ranks Highest in Four Satisfaction Categories for Builders and Remodelers

Simonton Windows is rated highest in the *J.D. Power and Associates 2006 Residential Window and Patio Door Builder and Remodeler Satisfaction Study*.SM The study finds that Simonton Windows outperforms the competition with an overall index score of 842 (of a possible 1,000 points).

The study clearly demonstrates that customer satisfaction with residential window and patio door providers is driven by more than just product characteristics. Providing strong customer service and product support also contributes to high levels of satisfaction, and Simonton Windows ranks highest in the factors that are most important to builders and remodelers.

Simonton Windows Ranks Highest in the Satisfaction Factors that are Most Important

Simonton Windows ranks highest in four of the seven factors that make up the customer satisfaction index:

- **Warranty and Repair Service**—Satisfaction with the scope of warranty coverage and the repair service process.
- **Delivery**—Satisfaction with the timeliness and accuracy of product delivery and condition of products at delivery.
- **Price**—Satisfaction with the price paid for windows and patio doors and the services received.
- **Placing Orders**—Satisfaction with the process of placing orders for residential window and patio doors.

(continued)



Customer Satisfaction Index Ranking (Based on a 1,000-point scale)

Simonton Windows	842
CertainTeed	820
Marvin	820
Andersen	818
Milgard	813
Pella	810
Study Average	806

Ranking at or below the study average, in alphabetical order: Atrium Companies, JELD-WEN, Ply Gem, and Weather Shield

Source: J.D. Power and Associates/McGraw-Hill Construction 2006 Residential Window and Patio Door Builder and Remodeler Satisfaction StudySM

Simonton Windows Ranks Highest in Builder and Remodeler Satisfaction *(continued)*

In the remaining three factors, Simonton Windows received the second-highest scores for the Product and Credit/Billing factors, and received the third-highest score for Sales and Marketing Support.

- **Product**—Satisfaction with the features and performance of the products purchased.
- **Credit/Billing**—Satisfaction with the credit/billing process.
- **Sales and Marketing Support**—Satisfaction with the sales and marketing support services provided.

Simonton Windows Receives High Marks for Delivery Performance

For manufacturers of residential windows and patio doors, failing to deliver product orders accurately and on time can have a negative impact on overall customer satisfaction. Builders and remodelers report that Simonton Windows offered the highest performance among all companies measured in the study with regard to delivering products on time and as ordered. For Simonton Windows, 86% of survey respondents reported that they received their products on time and as ordered. As a result, Simonton Windows receives the highest index score in the study for the Delivery factor. The company receives high marks for:

- Timeliness of product delivery
- Accuracy of product delivery
- Condition of product at delivery

Home Builders and Remodelers Express Strong Loyalty to Simonton Windows

The benefit of high levels of customer satisfaction is high levels of loyalty. Among all respondents in the study, Simonton Windows had the highest number of builders and remodelers

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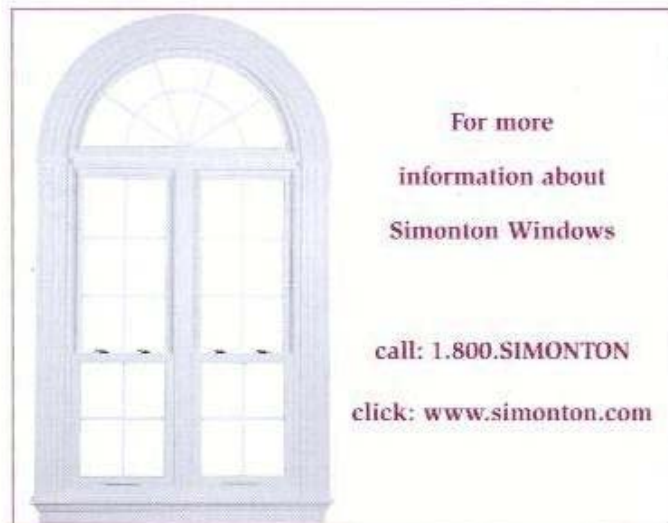
report that they definitely will recommend the manufacturer to others. In addition, respondents report that they provided an average of 10.7 recommendations for Simonton Windows to others, and this is the highest number provided in the study.

Home builders and remodelers rank Simonton Windows highest on 16 of 25 customer satisfaction attributes.

Customer Satisfaction Starts with the Customer

Excellence in customer satisfaction is clearly a focus and priority for Simonton Windows. This focus on the customer is the result of hard work and dedication by all Simonton Windows employees—from those on the manufacturing lines to the managers and executives who ensure that the company achieves industry-leading levels of customer satisfaction. Simonton Windows' high ratings in this study are the result of the company's focus on high quality products; a good understanding of customer needs and requirements; and Simonton Windows' ability to deliver on those attributes to ensure that builders and remodelers are satisfied. ■

Among all respondents in the study, Simonton had the highest number of customers reporting that they definitely will recommend the manufacturer to others.



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