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## MARKET MEASUREMENT

Brite Star Services, Ltd.  
57 South Reynolds Street  
Alice, TX 78332

Dear Brite Star Team,

Thank you again for asking our firm to conduct a customer satisfaction telephone survey for your company. As you know, Market Measurement has conducted similar studies for industrial launderers throughout the country for more than 40 years.

The purpose of this letter is to confirm that Brite Star achieved some of the highest customer satisfaction scores our firm has ever recorded among industrial launderers, as well as when considering the hundreds of other industries in which we conduct research.

In particular, we highlight your overall satisfaction rating, the Net Promoter Score (i.e., a measure of the likelihood that your customers would recommend Brite Star to others), as well as receptivity to contract renewal.

In closing, we believe that the outstanding performance characterizing your company is directly related to a commitment to effective customer communication and highly trained employees who are truly dedicated to customer satisfaction. Congratulations!

Sincerely,

**Carl Hendrickson**

Carl Hendrickson  
President

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MARKET RESEARCH • STRATEGIC PLANNING

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