



(January 2018)

Harbin Marine Awarded Mercury Marine Service Award

Mercury Marine has presented Harbin Marine of Lorton VA, its prestigious Service Customer Satisfaction Index (CSI) Award for 2017.

Mercury Marine's Service CSI Program measures the satisfaction of consumers after having service work done on their Mercury outboard or MerCruiser Sterndrive or inboard. Harbin Marine won the Service CSI Award for its ongoing commitment to providing exemplary customer service based on the responses of customers who had warranty work performed at the dealership during the past year.

The CSI score for each dealer is measured and monitored by Mercury Marine. After warranty work has been completed, Mercury sends out a Service CSI survey to the consumer, asking him or her to rate the service received. To be eligible for the Service CSI Award, a dealer must maintain a score of 93.5 or better out of 100 in the Service CSI survey. These surveys ask consumers to rate their overall service satisfaction with the dealership and also indicate if they would re-visit the dealership again in the future.

Tracking Service CSI scores is a way Mercury evaluates the effectiveness of its individual dealers and of its own policies and training programs. Dealerships that score high in Mercury's Service CSI surveys are recognized through the awards program.