

Questions 191-195 refer to the following survey and e-mail.



Customer Survey

Customer Name: (Mr./Ms.) Ibrahim Rafsanjani

Address: 17 Rue De Mons Lyons, France 90A-E7K

E-mail: Rafsanjani2947@francotel.com

Date of Car Rental: From June 8 to June 15

Applicable rules, fees or other information regarding your rental: N/A

Please indicate your level of service satisfaction with Car4U Inc. by rating us in each of the categories below, from 1 to 5. 1 = Very unsatisfied 5 = Very satisfied

Category	Condition of car at time of rental	Cost per day	Service Staff Helpfulness	Car Model Options	Drop-off and Pick-up convenience
Rating	5	4	4	1	3

Comments: I think my preferences above show my opinion about renting from you. I have also rented from Falcon Rental Co., and I frankly found they did a much better job. It's easy to see why they're the number one car rental agency in Europe. I would recommend that you work to improve your service if you want to compete with them.

Thank you for taking the time to fill out our survey. Fully completed surveys earn 200 Frequent Flier Miles on World Wings Airlines. Let World Wings fly you across the globe—and choose Car4U when you land.

Learn more at www.car4u.com/worldwings/

From: eva.veblen@car4u.net Director of Operations
To: robert.heller@car4u.net CEO
Date: July 18, 8:47 A.M.
Subject: Survey

Dear Mr. Heller,

We completed a survey of customer satisfaction last month: over 3,000 respondents were included. I have a broad statistical analysis of the results I will send later. However, I have attached the single survey response because it summarizes well the average feelings most of our customers seem to have about our company. As you can see, the survey showed that we have varying levels of performance in different areas. I spoke with some analysts in the company who said it is "impossible" to perform well in all areas. However, I don't accept this as necessarily true. Instead, I would like to suggest that we try to make improvements in our worst area of performance, clearly shown in the survey, by expanding our budget in that area. I know that it's not easy to increase expenses, but in my opinion it would be a very positive move that would result in the long-term success of our company.

Yours truly,

Eva Veblen
Director of Operations