

Five Star Performance Report

ABBRA: ABC Marina

	Your Scores	Industry Averages
Facility Quality	92%	77%
Services Quality	73%	81%
Overall Satisfaction	95%	89%
Loyalty Index	99%	92%

Your Five Star Ratings	
Facility Quality:	★★★★★
Services Quality:	★★
Overall Satisfaction:	★★★★★
Loyalty Index:	★★★★★

Percentile Calculations							
Facility Quality		Services Quality		Overall Satisfaction		Loyalty Index	
Greater than 89%	★★★★★	Greater Than 89%	★★★★★	Greater than 92%	★★★★★	Greater than 97%	★★★★★
83% to 89%	★★★★	87% to 89%	★★★★	91% to 92%	★★★★	96% to 97%	★★★★
69% to 82%	★★★	76% to 86%	★★★	87% to 90%	★★★	88% to 95%	★★★
66% to 68%	★★	71% to 75%	★★	85% to 86%	★★	84% to 87%	★★
Less than 66%	★	Less than 71%	★	Less than 85%	★	Less than 84%	★

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		November 2007
		% Satisfied (Data Points)
Service Satisfaction		
Communication	Boat Yard Service	93 % (69)
	Brokerage Services	91 % (22)
	Gas Dock	92 % (71)
	Marina	96 % (74)
Courtesy	Boat Yard Service	100 % (70)
	Brokerage Services	96 % (24)
	Gas Dock	100 % (74)
	Marina	99 % (75)
Reliability	Boat Yard Service	96 % (73)
	Brokerage Services	77 % (22)
	Gas Dock	95 % (76)
	Marina	96 % (75)
Responsiveness	Boat Yard Service	91 % (70)
	Brokerage Services	82 % (22)
	Gas Dock	92 % (71)
	Marina	96 % (77)
Departmental Performance		
Boat Yard Service	Communication	93 % (69)
	Courtesy	100 % (70)
	Reliability	96 % (73)
	Responsiveness	91 % (70)
Brokerage Services	Communication	91 % (22)
	Courtesy	96 % (24)
	Reliability	77 % (22)
	Responsiveness	82 % (22)
Gas Dock	Communication	92 % (71)
	Courtesy	100 % (74)
	Reliability	95 % (76)
	Responsiveness	92 % (71)
Marina	Communication	96 % (74)
	Courtesy	99 % (75)
	Reliability	96 % (75)
	Responsiveness	96 % (77)

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		% Satisfied (Data Points)
Facility Quality		
Facility Quality	Marina Amenities	95 % (78)
	Marina/Slip Facilities	99 % (78)
	Picnic Area	87 % (71)
	Pool Area	89 % (76)
	Pump out	89 % (76)
	Restrooms>Showers	95 % (77)
	Service Area	92 % (76)
Boatyard Services		
Services Quality	Carpentry	61 % (23)
	Commissioning & Decommissioning	88 % (49)
	Electronics	66 % (41)
	Engine Repair & Service	86 % (64)
	Hull Repair (Fiberglass & Gel Coat)	78 % (41)
	Painting, Awlgrip, Varnish	57 % (23)
	Sailboat Rigging	27 % (15)
	Yacht Systems (AC, Heating, Refrigeration)	69 % (45)