

Service	Consideration & Awareness		Scheduling								Post-Delivery								
	Name of Service Provider	Used Provider in the Past	Specific Services Provided/Specifics of Service	Service Providers Considered	Service Providers Known	Price Paid for Service	First Available Date for Service	Actual Service Date Scheduled	Number of Service Calls Required	Where Service Performed	Reason Service Provider Selected	Satisfaction Level	Met Expectations	Demographics	Products Specific (See Chart)	Brands	Kept	Returned w/ Replacement of same	Returned w/ Replacement w/ Other
New Computer Setup or Customization	√	√	√	√	√	√	√	√	√	√	√	√	√	√					
Computer or Network Setup, etc.	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√				
Computer or Network Education	√	√		√	√	√	√	√		√	√	√	√						
Home Theater Repair	√	√		√	√	√	√	√	√	√	√	√	√	√	√				
Home Theater Delivery	√					√	√	√	√	√	√	√	√	√	√	√	√	√	
Home Theater Installation	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	
Home Theater Design	√	√		√	√	√	√	√	√	√	√	√	√						
Home Theater Education	√	√		√	√	√	√	√	√	√	√	√	√						
Appliance Repair	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√				
Appliance Delivery	√		√			√	√	√	√	√	√	√	√	√	√	√	√	√	
Appliance Installation	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	
Appliance Delivery AND Installation	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	
Car Electronics Repair	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√				
Car Electronics Installation	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√				
Satellite Radio Sign up	√	√	√	√	√	√	√	√			√	√	√	√	√				
Download Music, TV/Video, Game	√	√		√	√	√					√	√	√						
Taken Photos													√						
Photos Printed/Processed																			
- At a Photo Lab or Store	√	√		√	√		√	√			√	√	√						
- Using an Online Print Service	√	√		√	√		√	√			√	√	√						
- Using a Stand-Alone Kiosk	√	√		√	√				√		√	√	√						
- With a Home Printer													√						

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Photos Electronically Distributed																			
- Via e-mail												✓							
- Via Wireless Phone	✓	✓			✓			✓			✓		✓						
- Via Personal Home Page/Web													✓						
- Via a Photo Sharing Website	✓	✓		✓	✓			✓		✓	✓		✓						
Home Improvement																			
Heating/Cooling Repaired	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				
Heating/Cooling Delivered	✓				✓	✓	✓	✓		✓	✓	✓	✓						
Heating/Cooling Installed	✓	✓		✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓				
Home Décor Repaired	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				
Home Décor Delivered	✓				✓	✓	✓	✓		✓	✓	✓	✓	✓	✓				
Home Décor Installed	✓	✓		✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓				
Door/Window/Siding Repaired	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				
Door/Window/Siding Delivered	✓				✓	✓	✓	✓		✓	✓	✓	✓	✓	✓				
Door/Window/Siding Installed	✓	✓		✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓				
Lighting/Fan Repaired	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				
Lighting/Fan Delivered	✓				✓	✓	✓	✓		✓	✓	✓	✓	✓	✓				
Lighting/Fan Installed	✓	✓		✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓				
Flooring Repaired	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				
Flooring Delivered	✓				✓	✓	✓	✓		✓	✓	✓	✓	✓	✓				
Flooring Installed	✓	✓		✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓				
Kitchen/Bath Repaired	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				
Kitchen/Bath Delivered	✓				✓	✓	✓	✓		✓	✓	✓	✓	✓	✓				
Kitchen/Bath Installed	✓	✓		✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓				

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				Service Providers Considered	Service Providers Known	Price Paid for Service	First Available Date for Service	Actual Service Date Scheduled	Number of Service Calls Required	Returned w/ Replacement of same								Returned w/ Replacement w/ Other	Returned without Replacement	
Outdoor Products Repaired	√	√		√	√	√	√	√	√	√	√	√	√	√	√	√				
Outdoor Products Delivered	√					√	√	√	√		√	√	√	√	√	√				
Outdoor Products Installed	√	√		√	√	√	√	√	√		√	√	√	√	√	√				
Outdoor Power Equipment Repair	√	√			√	√	√	√	√	√	√	√	√	√	√	√				
Outdoor Power Equipment Delivery	√					√	√	√	√		√	√	√	√	√	√				
Outdoor Lawn/Garden Lawn Mowing Edging and Trimming	√						√	√	√		√	√	√	√	√					
Outdoor Lawn/Garden Lawn Care	√						√	√	√		√	√	√	√	√					
Outdoor Lawn/Garden Tree & Shrub Care	√						√	√	√		√	√	√	√	√					
Outdoor Lawn/Garden Pest Control	√						√	√	√		√	√	√	√	√					
Outdoor Lawn/Garden Irrigation system Installation and maintainance	√						√	√	√		√	√	√	√	√					