



Linking Your Profits to CSI

Average Worksheet

The facts are based on the CSI Complete database of hundreds of thousands of completed surveys and several thousand customers.

THE FACTS

Annual Repair Facility Revenue	1.85 m	_____
Repair Cost Per RO	\$2,200.00	_____
Number of Yearly Surveys (70%)	600	_____
Number of Hot Sheets (11%)	66	_____
Service Recovery on Hot Sheets (90%)	59	_____
Number of Comebacks (17% x total RO's 857)	145	_____
Annual Market Research Investment	\$2400.00	_____

Return On Investment: Service Recovery

ROI: SR

Number of Hot Sheets (service recovery opportunities)	66	_____
Number of Service Recovery on Hot Sheets	59	_____
Total Revenue of Recovered Customers (\$2200 x 59)	\$129,800.00	_____
Years Between Customer Repair Needs	7	_____
Annual Revenue of Recovered Customers (\$129,800/7)	\$18,542.00	_____
Gross Margin	40%	_____
Incremental Indirect Cost	10%	_____
Profit Contribution	30%	_____
ROI: SR (\$18,542 x .30)	\$5562.60	_____

Return On Investment: Comeback Recovery

ROI: CR

Number of Comebacks (17% x total RO's 857)	145	_____
Comeback Cost Per Customer*	\$80.00	_____
Annual Cost	\$11,600.00	_____
Reduction in Number of Comebacks* (25%)	36	_____
ROI: CR (36 x 80)	\$2880.00	_____

CSI Complete ProfitLink ROI Totals

ROI: SR	\$5562.60	_____
ROI: CR	\$2880.00	_____
Total Annual ROI	\$8444.60	_____
Annual Market Research Investment	\$2400.00	_____
CSI Complete ProfitLink ROI (8444.60/2400)	3.51	_____

*Based on internal study of major customer

Note: This example is not intended to demonstrate the full value of the comprehensive CSI Complete program. CSI Complete can be incorporated into incentive plans, coaching and training, corporate culture, marketing to insurance companies and agents and other general marketing. Such factors add significant additional value to the program.