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Wilmington, Delaware  
April 3, 1986

RECEIVED

APR 04 1986

TO: J. D. GLENN

FROM: J. H. CHAMBERS

J. D. GLENN

ARMS SERVICE SATISFACTION STUDY - 1985

Starting with the 2nd quarter 1984, Arms Service in Ilion started placing a postcard questionnaire in the boxes of all guns repaired prior to shipping the gun back to the consumer (see attached). The purpose of this postcard is to help assess consumer satisfaction with the quality of the repair work.

The returned cards are sent to Teaman/Lehman Research in Norwalk, Ct for data processing. A report is generated each quarter.

During 1984, 935 cards were returned representing a relatively low return rate (6% of the 17M guns repaired in Arms Service in the last three quarters of 1984). In 1985, the return rate increased to 9% (24M guns were repaired in 1985). Since it is felt that those who are dissatisfied with the repair work they received are more likely to return a card than those who are satisfied, the low return rate might bias the data toward those with a negative comment. Therefore, the trends which the data indicate should carry more weight than the levels reported.

Attached are four tables which summarize the larger report and compare 1985 to 1984.

Table 1 shows the incident of satisfaction with the time required for completion of repair work. In 1984, fully three-fourth (76%) indicated they were satisfied; this level dropped to 72% in 1985. The decline in satisfaction with the time required for repair is directly related to an increase in the percent indicating repair took over 8 weeks (23% to 28%). (See Table 2)

-2-

Similarly, the percent indicating they were extremely satisfied with the repair work declined from 44% in 1984 to 40% in 1985. Declines in satisfaction are seen across all product types (shotguns, C. F. rifles, and R. F. rifles). (See Table 3)

Among those who return a card, awareness of Remington warranty gunsmiths is extremely low (36% in 1985). This suggests that a large percentage of the guns being returned to the plant for repair are being sent to the plant due to the lack of warranty gunsmith awareness.

JHC/mfm  
Attachments