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Enhancing Customer Service Pays Off for ThermoSpas®

Spa manufacturer sees sharp improvement in customer satisfaction

WALLINGFORD, Conn. (June 11, 2013) – After a year of enhancing the quality of its customer service operations, ThermoSpas Hot Tub Products, one of the nation's leading sellers of hot tubs, is pleased to report significant improvement in its customer service, and in turn its customer satisfaction ratings.

In making a major commitment to improving its customer service, the company:

- empowered its representatives at the point of contact to make decisions and gave them tools to better assist customers;
- established a 24-hour call-back commitment;
- further established a corporate culture with a customer-first mentality, always with the goal of complete customer satisfaction.

The results have been striking. In a year's time, ThermoSpas has:

- reduced the time from initial call to completed service by 60 percent, with most service calls resolved in under 7 days;
- reduced the average number of service claims that are in process by two-thirds;
- achieved an extremely high average satisfaction rating of 4.7 (using a 5-point scale, with 5 being extremely satisfied and 1 being extremely dissatisfied) in its post-service customer surveys.

As one example of how the improvements have impacted customer service, the company recently received a letter from Donna R. of Bethel, Conn., a longtime customer who previously had not been totally satisfied with the quality of ThermoSpas' service.

Describing how ThermoSpas is now more responsive, she wrote, "We've had a wonderful experience with ThermoSpas. Everything was resolved, thanks to our determined technician, and we could not be happier with the entire service experience. With great confidence, we have and continue to recommend ThermoSpas to our friends. We are satisfied customers."

Drew Meng, President of ThermoSpas, stated: "Investing in the people and resources to make our customer service even better makes perfect sense to us. We are absolutely focused on customer satisfaction, knowing this is the key to our continued success."

About ThermoSpas:

ThermoSpas Hot Tub Products, a division of Jacuzzi Group Worldwide, is a leading hot tub seller. The company offers portable, custom-built spas to fit a wide range of needs and budgets. We design and build the best custom spas and swim spas and sell them factory-direct to the customer. For more information, visit www.thermospas.com or call 800-876-0158.
