



Industry
Association

DISC Service
Online Survey
Direct Mail Survey
Trendline Analysis

Geographies
Regional
Nationwide

“Our group has collected survey data for more than a decade. Demonstrating long term trends on key survey questions has been extremely valuable for us and our clients.”

James Westlake
Executive Director, ATD



DISC
DISC INFORMATION SERVICES CORP.



Fresh approach yields outstanding results in dealer participation and value of data for ATD.

SITUATIONAL ANALYSIS

American Truck Dealers (ATD) is a division of the National Automobile Dealers Association (NADA). Since 1990, ATD has conducted two major dealer surveys per year in an effort to obtain feedback regarding the policies and practices of truck component suppliers and truck manufacturers:

The *Survey of Suppliers* focuses on specific policies and issues of the major component suppliers, independent engine suppliers, and proprietary engine suppliers.

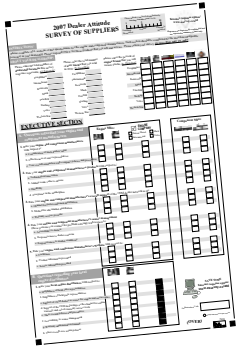
The *Dealer Attitude Survey of Manufacturers* focuses on the relationship between the dealer and the manufacturer regarding franchise value, marketing, policy, parts, people, and overall attitude indexes.

NEED FOR FRESH PERSPECTIVE

In 2001, it was clear to ATD executive staff that despite the successes of previous survey projects, a fresh perspective and approach was needed in order to improve existing survey models, optimize dealer participation, and increase cost efficiency. DISC proposed a solution that would meet these specific goals and has been doing so every year through 2007.

DISC DEVELOPS SOLUTION

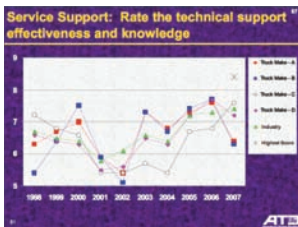
The DISC design team completely reconstructed the project model on ATD's existing framework, identifying deficiencies and upgrading survey features from instrument preparation through data analysis. Proposed features approved by ATD include the following procedures:



Survey booklets were mailed directly to dealers. A dedicated ATD website was also created to maximize response.

Survey Instrument Preparation, Printing, and Mailing

- Surveys are presented in three-color booklets mailed directly to dealers, combining previously separated sections to prevent redundancies on topics such as warranties. Advanced formatting allows optical scanning for efficient retrieval of data.
- Surveys are printed with unique identification numbers linking each dealership to previous survey data as well as to the supplier's sales region.
- As a turn-key contractor, DISC provides all mailing components, including outgoing envelopes, survey booklets, business reply envelopes, and notification and reminder postcards. ATD provides the database of dealer names and addresses, which DISC updates and verifies before production.
- A dedicated ATD website allows dealer participants the option to respond to the survey online, eliminating the need to mail responses. Dealers are clearly notified of this option within the mailed survey.



A trendline was created based on the data and gave a direct comparison to data from previous survey results.

Survey Processing and Database Development

- DISC edits, codes, and enters all completed survey data into a database, where it is validated and quality checked according to industry QA standards.
- Data file conversion to SAS software allows analysis such as calculation of mean values for each survey question and index score. Additional calculations include responses and percentages corresponding to individual supply groups, manufacturers, market segments, and the total industry.
- An additional "t-test" compares current survey data with previous survey responses, noting changes with a 95% degree of confidence for manufacturer, market segment, and total industry sectors.
- DISC creates a trendline by analyzing current survey data (for component/engine suppliers, supplier groups, and total industry) and linking it to the prior seven periods of survey data.

THE RESULTS ARE OUTSTANDING

Seven full DISC contracted survey seasons have produced outstanding results in dealer participation, cost efficiency, and value of data for ATD. The online survey option received an immediate positive response from dealers. Each project has met every schedule commitment and timeline requirement.

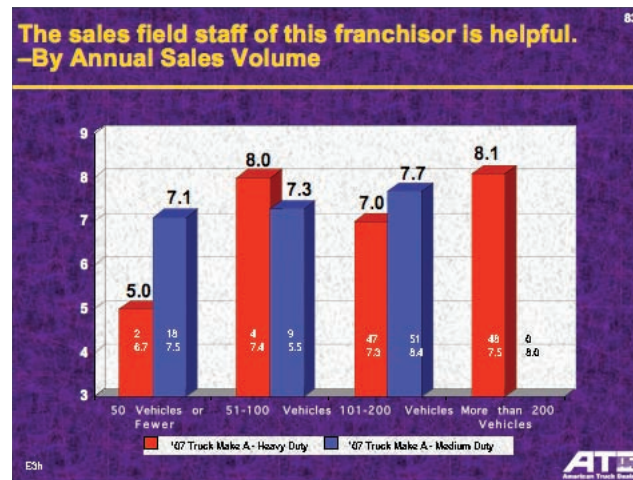
“Our offer of additional ‘deep dive’ analysis of the data to the truck manufacturers and suppliers is a real benefit in two ways:

1. The manufacturer receives a detailed breakdown of the data in ways that are most meaningful to them (by their specific regions or zones, etc.).

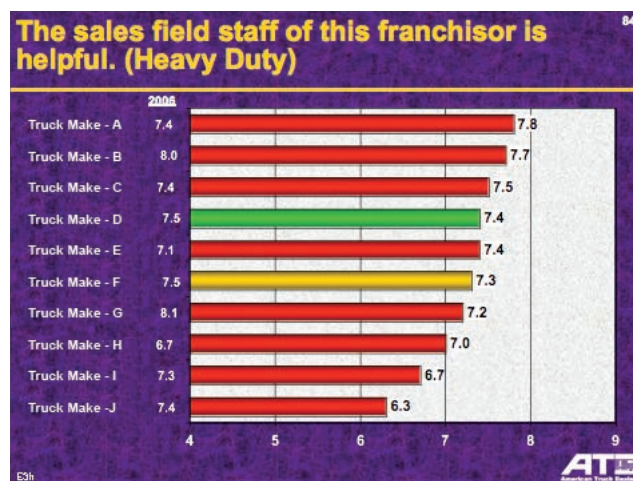
2. We have the advantage of extra income -- always a plus!”

Ellen Rundel
Director, American Truck Dealers

Upon completion of each survey project, DISC has provided to ATD comprehensive data reports including current means, ranking of suppliers, regional and historical analysis, sales volume and highest scores. These reports are presented in bound hardcopy as well as in PowerPoint format. Reports on the conduct and methodology of each survey are also provided.



This chart illustrates the level of satisfaction the nation’s truck dealers have with their manufacturer’s field sales staff broken down by dealer sales volume.

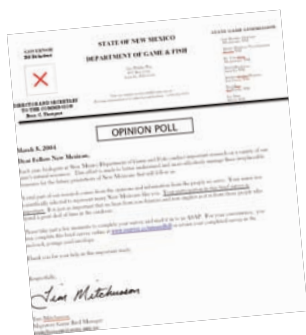


This summary chart illustrates the overall level of satisfaction the nation’s truck dealers have with their respective manufacturer’s field sales staff.



CAPABILITIES

- All core survey research functions are undertaken in-house so we can maintain strict quality control standards. These include not only all project design and analysis activities, but also questionnaire development, sampling, a range of data collection methodologies, data coding, editing, cleaning, tabulation, graphical presentation for quantitative survey projects.
- Survey sample design, basic to complex
- Complete turn-key survey instrument design-print-mail services
- Bi-lingual survey language options
- Online surveys as a mail survey response option or administered in stand alone format
- Mailing list acquisition
- High volume and complex data capture via optically scanned survey questionnaires
- Insightful, understandable response data analysis reporting in statistical and graphical formats
- Surveys typically provide a local PO Box for a “local” postage paid survey return address
- Extensive response data QA and “cleaning”
- Project archive services of indexed survey images on CD



SERVICES

Market Research

*Association Member
Polling*

*Game and Fish
Agency Surveys*

*Customer Satisfaction
Surveys*

Employee Surveys

Online Surveys

*Questionnaire
Development*

*Design, Print and
Mail Services*

Data Collection

Data Analysis





“Our steadfast goal on every project we do is to under-promise and over-deliver in the professional survey services we provide.”

Mike Ames
President, DISC Information
Services Corp.

WHY CHOOSE DISC?

Experience:

Our research facilitates informed decision-making through targeted scientifically-defensible analysis of opinions and characteristics. We have conducted hundreds of quantitative and qualitative survey research projects since 1996.

Design Experience:

DISC staff has an almost unique background having studied qualitative/quantitative/survey research at the doctoral level. As a result, we are able to craft survey recommendations based not upon their conformity to a single expertise, but rather to best meet the needs of a particular project.

State of the Art:

Our practices are not only based on our own 10+ year project experience; they reflect continuing professional association with the nationally recognized professional research organizations.

Full Service:

All core survey research functions are undertaken in-house so we can maintain strict quality control standards. These include not only all project design and analysis activities, but also questionnaire development, sampling, a range of data collection methodologies, data coding, editing, cleaning, tabulation, graphical presentation for quantitative survey projects.

Facilities/Technology:

We have operated from company-owned facilities since 1996. We maintain all state-of-the-art technology.

Professional Staffing:

DISC maintains a staff of carefully selected and highly-trained Analysts, Project Managers, and Programmers sufficient to meet any anticipated need.

Work Ethic:

DISC staff is imbued with solid, Midwestern work ethic values delivering value when you “outsource to MN.”

Ethical Commitment:

DISC Information Services Corp. adheres to a rigorous set of ethical and professional standards. These include, but are not limited to, the code of standards of the American Association for Public Opinion Research (AAPOR), the nation’s premier survey research industry association.