

## SoCo Oil Customer Satisfaction Study: How We Did

### Some key findings...

- Customers give SoCo a score of 9.6 on a 10-point scale for Overall Satisfaction
- Our customers' rebuying intent from SoCo Oil is exceptional at 9.7
- The Overall Quality of SoCo judged as Very Good/Excellent by 100% of customers.

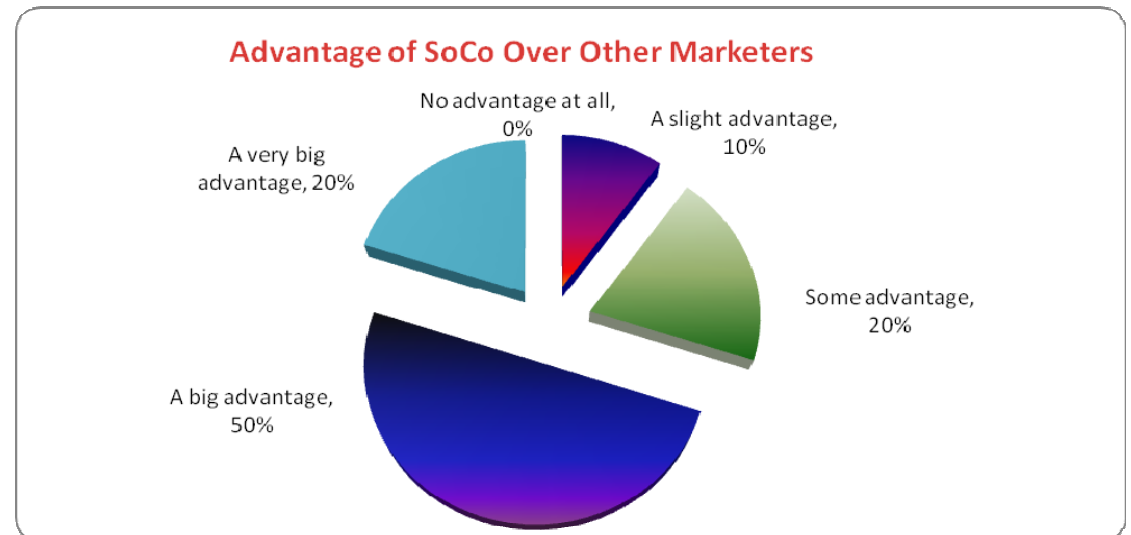
**SoCo Oil was rated higher than All Other Signature Class Marketers in every area!**

**For the Customer Satisfaction Index (CSI)<sup>1</sup>, SoCo had the highest score encountered among Chevron Signature Class Marketers:**

- SoCo CSI: **94.2**
- All Signature Class Marketers: **77.6**

**The greatest overall satisfaction improvements potential are in the areas of:**

- Is interested in the future of your business
- Has products superior to those of the competition
- Offers cost saving and productivity advice to improve the operation of your business
- Has an excellent company image, market strategies and production capabilities that meet your company's needs



<sup>1</sup> The Customer Satisfaction Index or CSI is a score on a 1-100 scale that takes into account the attribute performance ratings and their relative importance. It provides a way of making comparisons between marketers and between different measurement periods. A more thorough description of CSI is included in the Appendix.