



### Case Study: Enterprise Rent-A-Car: Measuring Service Quality

1. What is primary research? Give an example
2. What is secondary research? Give an example
3. List and briefly define 3 sources of market information.
4. List and briefly define 3 types of market research objectives
5. Different contact methods can be used to collect information. List 4 contact methods
6. What is Customer Relationship Management (CRM)?
7. Analyze Enterprise's Service Quality Survey. What information is it trying to gather? What are its research objectives?
8. What decisions has Enterprise made with regard to primary data collection – research approach, contact methods, sampling plan, and research instruments?
9. In addition to or instead of the mail survey, what other means could Enterprise use to gather customer satisfaction information?
10. What specific recommendations would you make to Enterprise to improve the response rate and the timeliness of the feedback from the process?