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FOR IMMEDIATE RELEASE

## **HD Supply Facilities Maintenance Tracks Online Customer Satisfaction with ForeSee Results**

**San Diego, CA.** – June 2, 2009 – HD Supply Facilities Maintenance, a leading supplier of maintenance, repair and operations products, has enlisted ForeSee Results to capture online “voice of customer” feedback and measure customer satisfaction with its Web site, [www.hdsupplysolutions.com](http://www.hdsupplysolutions.com).

“Creating value for our customers is a strategic business imperative that is critical to our company’s success,” said Robin Soehl, Vice President, HD Supply Facilities Maintenance, Marketing & Business Development. “Partnering with ForeSee Results enables us to effectively and accurately gauge our customers’ online experience, learn from their feedback and make continuous improvements. Listening, learning and acting so we deliver the highest levels of service and best products, enables our customers to provide the highest level of service to their customers. ForeSee will help us identify and prioritize site enhancements that will provide the best user experience.”

ForeSee Results deploys the scientific methodology of the University of Michigan’s American Customer Satisfaction Index (ACSI) to measure and manage online satisfaction in a way that pinpoints the site improvement opportunities with the greatest return on investment.

With ACSI methodology, ForeSee Results provides HD Supply Facilities Maintenance with a credible metric of customer satisfaction, both overall and at different phases of the purchase lifecycle. The methodology also indicates how improvements to specific areas of the site will lead to specific future behaviors, such as more loyalty, word-of-mouth recommendations, increased purchases and return site visits.

“HD Supply Facilities Maintenance recognizes the value of listening to its online customers and acting on their feedback,” said Larry Freed, President & CEO of ForeSee Results. “As the global economy continues to become more challenging, companies across all industries need to have a laser sharp focus on creating the best customer experience possible. We are excited to partner with HD Supply Facilities Maintenance to help them meet this critical business objective.”



#### **About ForeSee Results**

ForeSee Results is the market leader in using online voice-of-customer data to help companies increase sales, loyalty, recommendations, and website value. Using the methodology of the University of Michigan's American Customer Satisfaction Index (ACSI), ForeSee Results identifies which improvements and enhancements to online marketing initiatives will have the greatest ROI. With more than 30 million completed customer surveys to date and dozens of benchmarks across industries, ForeSee Results' B2B clients include Brady, Eaton, Tektronix, Verisign, and Yaskawa, among many others.

ForeSee Results, a privately held company, is headquartered in Ann Arbor, Michigan and on the web at [www.ForeSeeResults.com](http://www.ForeSeeResults.com).

#### **About HD Supply Facilities Maintenance**

HD Supply Facilities Maintenance ([www.hdsupplysolutions.com](http://www.hdsupplysolutions.com)) is a leading supplier of maintenance, repair and operating (MRO) products to owners and managers of multifamily, hospitality, educational and commercial properties; healthcare providers; and municipal and government facilities. HD Supply Facilities Maintenance has 35 distribution centers nationwide, a fleet of more than 600 delivery vehicles and more than 20,000 items in stock.

#### **About HD Supply**

HD Supply ([www.hdsupply.com](http://www.hdsupply.com)) is a leading wholesale distribution company, providing a broad range of products and services to professional customers in the infrastructure & energy, maintenance, repair & improvement and specialty construction markets. With a diverse portfolio of market-leading businesses, HD Supply is one of the largest diversified wholesale distributors in North America, with nearly 900 locations. For additional information about HD Supply, contact Quiana Pinckney at (770) 852-9057 or e-mail [quiana.pinckney@hdsupply.com](mailto:quiana.pinckney@hdsupply.com).

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