



The Extreme Consumer™ Evaluation and Rating Program:

Evaluations and Ratings will be based on the following criteria, as applicable. Each component will have a numerical value and the total will equal 100%:

- Appropriate Sales and Customer Service Interaction with Consumers
- Cleanliness / Orderliness
- Commitment to Excellence
- Communication Methods with Consumers
- Consumer-friendly Environment
- Customer Interviews
- Customer Service Program
- Diversity Program (Employees, Customers, Vendors)
- Employee Turnover Ratio / Employee Satisfaction
- Frequency and Magnitude of Customer Promotions and Discounts
- Longevity of Business
- Marketing Message (Congruent with Business?)
- Post-Sale Follow-up (Method and Message)
- Professional Affiliations and Certifications
- Quality Product or Service
- Safety and Security for all Consumers, Vendors, etc.
- Secret Shopper Evaluations and Feedback
- Speed and Efficiency of Transaction(s)
- Staff Uniforms, Hygiene, etc. (as applicable)
- Value for Dollar
- Warranties and Exchange Policies (as applicable)
- Welcome and Greeting of Customers
- Willingness to Offer Customer Discounts

- **eeeeee = Superior** – This business is a consumer's dream.
- **eeee = Outstanding** – This business surpasses most consumers' expectations.
- **eee = Very good** – This business meets most consumers' expectations.
- **ee = Needs improvement** – This business achieves some of consumers' expectations but needs to improve.
- **e = Unsatisfactory** – This business does not achieve consumers' minimum expectations.

**Any organization that achieves a "3 e" rating or lower will not be included in The Extreme Consumer™ website directory or Facebook page as a business that he promotes.*

To qualify for the **primary** level of evaluation, businesses and organizations must be:

- A Corporation, LLC, or other business entity recognized by the IRS and Federal Government
- Able to provide at least 5 positive, written testimonials from consumers in the 3 months prior to evaluation
- Authorized and willing to allow inspectors to visit the business for a 2-hour period
- Authorized and willing to allow the Extreme Consumer to display logos and rating information on his website, Facebook page, and elsewhere as appropriate
- Authorized and willing to display the rating in the business window and on the website
- **Business to Consumer (b2c) only**
- Free of insurance liability claims for at least 2 years prior to the initial evaluation
- Fully insured with liability and/or professional liability insurance
- In business for **at least 3 consecutive years**
- In possession of a Federal Tax ID number
- Legally licensed to conduct business in the state of operation
- Owned and managed by the same ownership and management for **at least 3 consecutive years**

Businesses that achieve a "3 e" rating or above will be eligible for additional package services including marketing and promotion, communications program, social media networking, and so forth, available through The Extreme Consumer™ marketing organization.

Businesses that fail to achieve a "3 e" rating must demonstrate improvement in deficient areas of the evaluation before applying for a new evaluation. New evaluations will only be available to those businesses six months after the initial evaluation.

For more information, contact The Extreme Consumer™ at info@extremeconsumer.com or 602-568-6277.