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J.D. POWER



Kitchen Cabinets Satisfaction Study



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KITCHEN CABINETS SATISFACTION STUDY

In the increasingly competitive home improvement industry, consumers have more options than ever before in their building and remodeling projects, which makes it critical for kitchen cabinet manufacturers to differentiate their brands and products in the marketplace. Manufacturers that understand their customers' needs and expectations are better positioned to target performance improvement initiatives that may increase overall customer satisfaction, increase brand loyalty and advocacy, and maximize sales.

The Solution

The *J.D. Power Kitchen Cabinets Satisfaction StudySM* examines key drivers of satisfaction among customers who recently purchased kitchen cabinets. The overall customer experience is based on five key drivers of satisfaction: design features; operational performance; ordering and delivery; price; and warranty. The study, which provides the kitchen cabinet industry with insights into the evolving needs and demands of customers, focuses on the following objectives:

- **Evaluates** the customer experience with kitchen cabinets based on five factors: Design Features; Operational Performance; Ordering and Delivery; Price; and Warranty
- Examines **pathway to purchase**: reasons for shopping; steps taken after decision to purchase (including first step); types of websites used for research and shopping (including most frequented type); number of shopping visits across retail locations; involvement of sales associate when first visiting retail location; preferred brand in mind at beginning of purchase process; and place of purchase
- **Measures** problem occurrence
- Delivers insight into what drives **customer loyalty**

How It Works

Sampling

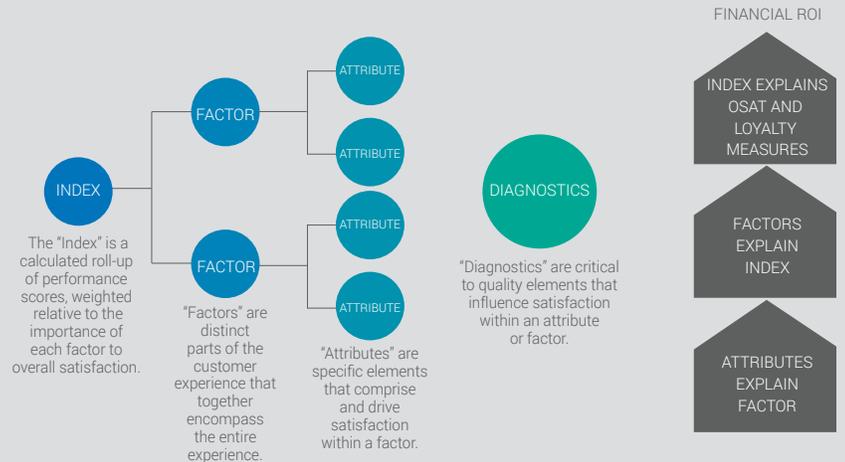
The *Kitchen Cabinets Satisfaction StudySM* includes the largest kitchen cabinet manufacturers that represent at least 67% of market share. The study is based on the responses of more than 1,500 customers who purchased kitchen cabinets within the previous 12 months.



Based on data obtained from the survey, an index is created that quantifies the impact that the factors and the attributes within them have on customer satisfaction.

J.D. Power Index

Based on data obtained from the survey, an index is created that quantifies the impact that the factors and the attributes within them have on customer satisfaction. Specifically, the relative weight that each attribute contributes to the factor index is calculated, followed by calculating the relative weight each factor contributes to the overall satisfaction index. The results of these calculations are used to predict overall satisfaction based on a weighted sum of the factors, which constitutes the overall index.



Award Criteria

For a kitchen cabinet manufacturer to be award eligible, a minimum of 100 completed surveys must be received. The highest-ranked manufacturer receives a trophy. With a subscription to the study, which provides a full understanding of customer insights regarding their brand, the award recipient has the opportunity to publicly leverage the award through J.D. Power's award licensing program.



The study provides access to the insights and tools you need to gain a comprehensive, in-depth understanding of how your company is performing and helps identify key areas that need improvement.

Leveraging J.D. Power Data to Better Understand Competitive Position

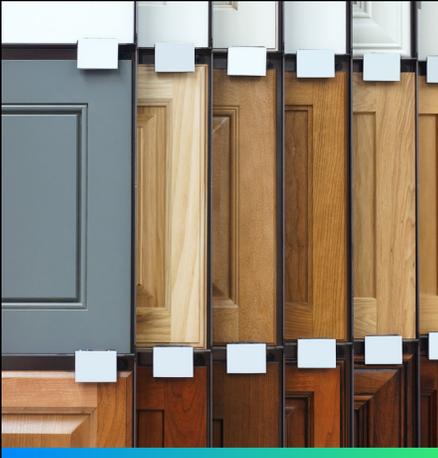
Satisfaction Drivers

The Kitchen Cabinets Satisfaction Index segments the customer experience into five factors:

- Design Features
 - Variety of storage accessories available
 - Range of cabinet sizes and shapes available
 - Selection of decorative accessories available
 - Collection of door/drawer designs available
 - Variety of cabinet colors/finishes
- Operational Performance
 - Resistance to dings/scratches/stains
 - Ease of cleaning
 - Smoothness of drawer slides
 - Strength of door hinges
 - Ease of Organizing
- Ordering and Delivery
 - Ease of customizing cabinet size/shapes
 - Ease of ordering
 - Timeliness of product delivery
 - Condition of product at delivery
 - Responsiveness of delivery/service personnel
 - Quality of installation
- Price
 - Price of kitchen cabinets
 - Price paid for installation
- Warranty

Oversampling

J.D. Power offers a proprietary oversample opportunity that allows companies not currently profiled in the syndicated study to obtain competitive data sets in order to benchmark their performance against competitors profiled in the study. This opportunity is also available for profiled companies that want to dive deeper into a specific topic covered in the study. The same questionnaire used for the syndicated study is used for the proprietary oversample study.



Dashboards can be customized to contain only the information critical for each user; expandable toolbar allows users to easily conduct ad hoc analyses and reports.

Subscription Details

The *Kitchen Cabinets Satisfaction Study* provides access to the insights and tools you need to gain a comprehensive, in-depth understanding of how your company is performing and helps identify key areas that need improvement.

- Executive Briefing: Industry highlights and trends
- Verbatim comments: Allows rapid access to verbatims of interest
- Summary of Results: Competitive performance overview by factor
- Access to a competitive data set allows you to see how your company compares to your competitors, the industry, and the highest performers
 - SPSS data set
- An on-site executive presentation with management insights, which includes customized strategic recommendations, study results, ongoing best practices, and analyses of high-performing kitchen cabinet brands
- Copy of the current questionnaire

ABOUT J.D. POWER

J.D. Power is a global leader in consumer insights, advisory services, and data and analytics to help clients measure and improve the key performance metrics that drive growth and profitability. Established in 1968, J.D. Power is headquartered in Troy, Michigan, and has locations serving North America, Asia Pacific and Europe.

OUR EXPERIENCE

J.D. Power has been capturing and analyzing the Voice of the Customer for 50 years. Through our proprietary index model, the many drivers of the customer experience are identified, accurately measured, and linked to business results. Based on our findings, we provide clients with insights that can lead to an improvement in their financial performance.

Companies that subscribe to the study will be better able to understand their competitive position at a detailed level, allowing them to pinpoint critical areas for improvement and make prudent investments in the service attributes that matter most to customers.

For more information about J.D. Power products and services, please contact:

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