

**WINNEBAGO.**



**FLYING W  
DEALER  
EXCELLENCE  
PROGRAM**

FISCAL YEAR 2022  
PROGRAM UPDATES





# Introducing the 2022 Flying W Dealer Excellence Program.

The Flying W Dealer Excellence Program is designed to recognize and reward Winnebago RV dealers for exceptional performance.

As the RV industry experiences unprecedented changes, and customer expectations continue to increase across all industries, qualifying criteria for the Flying W Dealer Excellence Award have evolved as well.



***The 2022 Flying W Program year is being shifted to align with Winnebago's fiscal year, which runs September 1st through August 31st. In order to achieve 2022 Flying W recognition, dealer locations must achieve excellence in each of the following 4 areas:***

1

## **Delivery Satisfaction**

Immediately after the registration of each new Winnebago, we survey the customer with the question, "On a scale of 0 to 10, how likely are you to recommend this dealer to a friend or family member?" The responses are used to establish a Net Promoter Score (NPS) that indicates customer satisfaction with the dealer location's delivery experience.

### ***Flying W Qualification***

- ✓ **All dealers** — Achieve a NPS of at least 60, with a minimum response rate of 20% and at least 3 responses during Fiscal Year 2022.

Results are consolidated and reported in your Flying W scorecard, available on WinPortal. Individual surveys are also available on WinPortal for review and follow-up.

2

## **Warranty Repair Service Satisfaction**

After each warranty claim, we survey the customer with a Net Promoter Score question to measure their satisfaction with the dealer location's repair experience. In addition to the NPS question, customers are asked a few follow up questions to guide improvement efforts.

### ***Flying W Qualification***

- ✓ **Motorhome dealers only** — Achieve a NPS of at least 30, with a minimum response rate of 20% and at least 3 responses during Fiscal Year 2022.

Results are consolidated and reported in your Flying W scorecard, available on WinPortal. Individual surveys are also available on WinPortal for review and follow-up.

3

## **Lead Response Times**

In a world of real-time chat, instant order confirmation and same-day delivery, consumers are no longer willing to accept extended wait times for a response to an inquiry. For an interested RV prospect, it's important to follow up as quickly as possible, both to secure a potential sale and to position your dealership as responsive and customer-focused.

### ***Flying W Qualification***

- ✓ **All dealers** — 80% of the leads your dealership receives through WinnLeads must be responded to within 3 hours of delivery each month during Fiscal Year 2022.

Progress toward this goal can be tracked in WinnLeads.

4

## **Business Growth**

As RV sales continue to set new records, the Flying W program will include business growth as a qualifying criterion.

### ***Flying W Qualification***

- ✓ **All dealers** — Dealership wholesale purchases must be at least 10% higher than your fiscal year 2021 purchases.

Your District Manager will provide regular reports that reflect your purchase volume. To simplify reporting and scoring, the Flying W Dealer Excellence Program will run from September 1 through August 31 each year.



# REWARDING EXCELLENCE.

In addition to the customer loyalty, referrals and re-purchases that come from being a Flying W dealer, winning locations are also recognized in the Winnebago dealer directory, trade ads and press releases.

Flying W dealer locations also receive a trophy, lobby banner and other items to share with their teams.

## **New Rewards for 2022**

As a Flying W dealer you are eligible for financial support for an employee event to celebrate your achievement. Plus, you will be eligible for financial incentives, including a parts purchase-based bonus and a wholesale purchase-based bonus.

***Questions? Please contact your Winnebago Sales or Service District Manager.***

We appreciate your continued commitment to exceptional customer experiences, and look forward to recognizing your dealership as a Flying W award winner.

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