



Press Release

J.D. Power and Associates Reports:

Highly Satisfied Customers of Window and Patio Door Brands Tend to Be Less Influenced by Price than Are Customers with Lower Satisfaction

Simonton Ranks Highest in Overall Satisfaction with Windows and Patio Doors for a Third Consecutive Year

WESTLAKE VILLAGE, Calif.: 13 June 2012 —Window and patio door customers of brands with high levels of customer satisfaction most frequently cite professional recommendations, quality and their own past experience with purchasing windows as the key drivers in their purchase decision. This is a sharp contrast to brands with lower levels of satisfaction that are primarily selected based on price, according to the J.D. Power and Associates 2012 Windows and Patio Doors Satisfaction StudySM released today.

Now in its sixth year, the study measures [satisfaction among customers who purchased new windows or patio doors](#) based on performance in six factors (listed in order of importance): ordering and delivery; operational performance and durability; price paid for products and services received; appearance and design features; warranty; and repair/replacement.

The study finds that while price is the primary driver of customers' overall window purchase process (16%), there is relatively less focus on price among customers purchasing from brands with high levels of satisfaction. Highly satisfied customers (satisfaction scores of 795 and above) generally value the brand's positive reputation or quality and recommendations from their contractors, family, friends and colleagues when shopping for windows.

"We see a strong relationship and influence between the satisfaction of professional trades with window brands and end customers' ratings," said Christina Cooley, senior manager of the home improvement practice at J.D. Power and Associates. "The recommendations that a contractor, retailer or architect make not only have a strong influence on the purchase decision, but also builds on the brand's value."

Simonton ranks highest among customers in satisfaction with windows and patio doors, achieving a score of 831 (on a 1,000-point scale). Simonton performs particularly well in the five of the six factors and has further differentiated itself in terms of year-over-year performance by expanding its lead in overall satisfaction to 36 points in 2012 from 11 points (818) in 2011. Following Simonton in the ranking is Pella with a slight year-over-year improvement (795 in 2012 vs. 793 in 2011).

Overall satisfaction with windows and patio doors is 778, a decline of 8 index points from 2011, which is primarily driven by declines in four factors: ordering and delivery; operational performance and durability; price paid for products and services received; and repair/replacement.

The study also finds that the condition of the windows at the time of delivery has the most influence on the overall customer experience. While 95 percent of customers indicate their windows were delivered exactly as ordered, 7 percent indicate d their windows were damaged upon delivery and an additional 3 percent indicate the windows were damaged during installation. A large majority (91%) of customers indicate their windows were delivered on the date promised.

“If windows aren’t delivered on time or are damaged in the process, it is not surprising that customers will be less satisfied overall with the brand,” said Cooley. “Manufacturers need to work closely with customers, either directly or through their distribution channels, to clearly communicate the ordering and delivery process. Executing the delivery and installation process well and delivering on commitments is essential to achieving and maintaining high levels of customer satisfaction and will more likely result in positive recommendations for the brand.”

J.D. Power and Associates offers the following facts and tips to consumers shopping for windows and patio doors:

- Purchasing windows is a significant investment, as customers typically spend an average of \$4,000 for approximately six to seven windows. Make sure to get recommendations from a professional (contractor or architect) who is more experienced with different window and patio door brands.
- The study finds customers wait 19 days, on average, to receive their windows. Make sure you ask your manufacturer or retailer questions to clearly understand the ordering, delivery and installation process.
- Inquire about different window offerings in terms of the benefits that different aspects, such as types of glass, frames, decorative accessories, among others, provide.

The 2012 Windows and Patio Doors Satisfaction Study is based on responses from more than 2,500 customers who purchased new windows or patio doors during the previous 12 months. Customers may have installed the windows or patio doors themselves or with help from family and friends; hired an independent contractor, handyman or remodeler; used an installation service provided by a home improvement retailer; or used an installation service recommended or provided by the product manufacturer. The study was fielded in January and February 2012.

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company providing performance improvement, social media and customer satisfaction insights and solutions. The company’s quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on [car reviews and ratings](#), [car insurance](#), [health insurance](#), [cell phone ratings](#), and more, please visit JDPower.com. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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NOTE: One chart follows

J.D. Power and Associates 2012 Windows and Patio Doors Satisfaction StudySM



Source: J.D. Power and Associates 2012 Windows and Patio Doors Satisfaction StudySM

Power Circle Ratings Legend

- Among the best
- Better than most
- About average
- The rest

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