

Dear NAAFA,

AmFam appears to be asking our customers not to rate the agents less than a 10. Doesn't this somehow alter the reliability of the surveys or at least influence them? Customers should feel free to **truthfully** rate their agents and not feel a threat from the company. Does "so we can correct it" imply they want to correct the customer's rating? Interesting.

[Item received in NAAFA office 3/21/2011. We have enlarged the print in the notice so you can better see what the agent is talking about.]

"Our goal is to provide Outstanding Customer Service!" American Family Insurance will survey our clients for their input on the services they receive from our agency. **If you cannot answer "10-Outstanding" to each survey question, please let us know so we can correct it.** It is important to our agency that you complete and return the survey should you receive one.

I would like to personally **Thank You** for your business with our agency; it is truly appreciated. If you should have any concerns with our agency, please don't hesitate to contact us. Your directed concerns and suggestions will help us to achieve our goal to provide you with Outstanding Customer Services!



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