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**Diagnostics Plus Releases White Paper on Customer Loyalty and Vulnerability Research**

State College, PA – Diagnostics Plus, a market research firm specializing in the manufacturing sector, announces the release of its white paper “Benchmarking Loyalty, Satisfaction, Customer Security and Net Promotion Among Manufacturing Firms.” The white paper illustrates a number of techniques that businesses can use to assess how vulnerable or loyal their customers are. The paper utilizes techniques in customer satisfaction, loyalty and net promotion.

Michael Hostetler, Director of B2B Research for Diagnostics Plus, is the lead analyst for the study. The study measures customer satisfaction, loyalty and vulnerability across sixty-five manufacturing companies using its Business-to-Business Benchmarking System (B3). Diagnostics Plus anonymously stores the results of customer satisfaction, loyalty and vulnerability for its clients in this system. “The system provides our clients with a better understanding of where they really are. They know whether 70% satisfaction is a good or bad number when put in context of others,” says Hostetler.

The white paper can be downloaded free of charge by going to [www.diagnosticsplus.com/loyalty/](http://www.diagnosticsplus.com/loyalty/).

About Diagnostics Plus

Diagnostics Plus is a full-service market research firm offering expertise in all forms of market research including customer and employee satisfaction and new product development market research in key industries including manufacturing, technology, health care, education and transportation among others. Additional information can be found at [www.diagnosticsplus.com](http://www.diagnosticsplus.com).