



April 30, 2002

**REQUEST FOR PROPOSAL (RFP) 2002-064**

**CUSTOMER LOYALTY AND SATISFACTION CONSULTING SERVICES**

<u>Proposing Firm</u>	<u>Average Evaluated Score</u>
<b>*RKS</b>	<b>4.57</b>
Market Strategies	4.53
S R B I	4.23
M W I	3.76
Flake Wilkerson	3.57
Response Center	3.50
Research Strategies	3.35

**\* Recommended award**

Proposals provided by the following firms were found materially non-responsive in some manner and therefore were not included in the group fully evaluated.

Market Search  
 Sutherland Group  
 Total Research  
 Market Horizons  
 Walker Information  
 ODC  
 NFO  
 Wiese Research Associates  
 RDA  
 Elrick & Lavidge  
 CRC

RFP documents are on file in Utilities Purchasing available for inspection.

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