

~~Employee Driven (D.C.)~~

From: Quality Survey Team <BulkMail@Ford.Com>
Sent: Monday, April 24, 2017 7:39 AM
To: Employees Striving for Product Improvement
Subject: Attention Drivers of any Ford Motor Company or Competitor Vehicle! Rear Storage Items Survey -- Responses welcomed through Friday, April 28



Consumer Driven Quality Survey
Sponsored by Americas Quality Organization



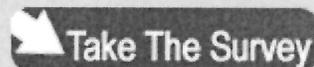
Attention Drivers of any Ford Motor Company or Competitor Vehicle!

You can help improve customer satisfaction!

What You Need to Do

If you currently drive a Ford Motor Company or competitor vehicle, you can help improve customer satisfaction! To help Ford's product development teams ensure they are designing features for customers that are competitive and innovative, the **Interaction and Ergonomics Team** is asking for your help in understanding **what items you store in the 2nd row, 3rd row, and trunk/cargo area of your vehicle.** Your participation will assist them in improving Ford products for future customers.

Please take the survey by clicking the link below. By taking this survey, you are consenting to have the Quality Survey Team collect data for marketing research and ad-hoc studies. If you are having problems accessing the link please email osigmace@ford.com.



The Quality Survey Team uses SharePoint to collect survey responses. Your responses are not anonymous although individual results are confidential. Your name and CDS ID are shared with the survey team only if you agree to be contacted for follow-up. We store your survey responses on a Ford server located in the United States in compliance with Company security policies. A limited number of IT Support personnel globally may access the data in accordance with Company policy.

If you are interested in seeing the Summary Results of this, or any other survey, please select the following link: [Internal Clinics/Survey Results Library](#)

Contact for Innovative Ideas

[IdeaPlace](#) is an internal Ford website designed for proposing, reviewing, and discussing product, feature, and service ideas for Ford Motor Company. Each idea will be posted for internal viewing and commenting by the Ford community. There is a formal mechanism to review each idea that is submitted. Upon review, the idea will either be declined, accepted, or "book shelved" for review in the future.