ROLLICK™

One Marine OEM Increased Customer Satisfaction Scores by 35%

After years below the NMMA CSI Award threshold, one marine OEM leveraged real-time CX insights, proactive engagement strategies, and hands-on support from Rollick's CSI team to dramatically improve owner satisfaction performance.

Within two years, overall boat satisfaction scores increased from 70.26 to 94.84.

TARGET AUDIENCE: MARINE OEMS

CHALLENGE

For several years, the OEM fell short of the minimum overall boat satisfaction score of 90 required to qualify for the NMMA CSI Award.

Customer satisfaction performance remained in the mid-70s:

76.48	75.78	70.26
2021	2022	2023

The brand needed greater visibility into customer concerns and a more proactive approach to improving the ownership experience.

SOLUTION

Beginning in 2024, the OEM leveraged the Aimbase CSI Program's reporting tools, real-time Hot Alert notifications, the survey response grid, and reporting dashboards to identify key improvement opportunities and strengthen communication with owners, driving higher results overall.

01

Real-Time Hot Alerts

Enabled the team to identify and respond to customer concerns faster.

02

Actionable Reporting Insights

Helped uncover trends, performance gaps, and improvement opportunities across the ownership journey.

03

Proactive Customer Engagement

Helped teams connect with owners sooner, resolve issues before they escalated, and strengthen customer relationships throughout the ownership journey.

By operationalizing customer feedback and acting on insights in real time, the OEM shifted from reactive issue management to proactive CX improvement.

Increase in Overall Boat Satisfaction Scores

+35%

Overall Boat Satisfaction Scores

2021: 76.48

2022: 75.78

2023: 70.26

2024: 90.00

2025: 94.84

Exceeded the NMMA CSI Award Threshold

The OEM moved from consistently below award qualification standards to nearly 5 points above the NMMA CSI benchmark.

This dramatic improvement reflects both stronger owner satisfaction and the effectiveness of proactive CX management powered by real-time insights and reporting tools.

CONCLUSION:

By leveraging real-time customer insights, proactive communication strategies, and the Aimbase CSI Program's reporting capabilities, the OEM significantly improved overall boat satisfaction performance and exceeded the NMMA CSI Award threshold.

The brand's transformation demonstrates how operationalizing customer feedback can create measurable improvements across the ownership experience.

This success highlights the impact of combining actionable reporting, real-time alerts, and hands-on CX support to drive long-term customer satisfaction gains.

Schedule a Demo
For more information, visit Rollick, Inc.