

Survey Intro Letter – Netflix

Dear <letter sal>,

Thanks to your efforts, the Tribune Consumer Panel is quickly earning a starring role in the quest to make products and services more senior-friendly.

Ready for your next scene?

This package contains information about Netflix, the world's largest online movie rental company. They take pride in offering an easy and pleasant customer experience, and we'd like to find out if that extends to consumers age 60+.

We're asking that you sign up for their free two-week trial and order a few movies. How and what you order is completely up to you – the Netflix catalog can accommodate everything from movie night with the grandkids to a relaxing evening for two.

After you've completed the free trial period, please answer and return the enclosed survey questions.

As always, your feedback helps contribute to a better overall experience for consumers age 60+. And of course, we'll use the information to determine whether or not Netflix deserves an Erickson Award of Excellence.

Thanks again for your participation, and don't forget to keep an eye on the "coming attractions" – your next mission will be on its way soon.

Sincerely,

John Makowski
Panel Director