



SP EVENTURES Inc Announces new Release of ASCOC Guest Feedback Software

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New release furthers commitment to Guest Satisfaction Rankings and Scoring for franchise operators of the Jiffy Lube System

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“Our company has been utilizing ASCOC and their guest feedback software for over 10 years. The software has continued to evolve and stays at the cutting edge of our guest satisfaction needs.” said Edward Petrilli, Jiffy Lube Franchisee. "Our service centers are able to view real time guest feedback data, respond to customer compliments or suggestions for improvement and track their progress in implementing changes."

The most recent release of the software allows Jiffy Lube franchise owners the ability to pull monthly customer service data that can be used to monitor programs they put in place to improve both operations and guest satisfaction. For those Jiffy Lube centers that utilize ASCOC services, guests are provided with a special code to go online and enter a survey via the company's consumer related site: www.mycarbuzz.com. Once the guest enters their survey data, those results become immediately available to service center managers and other Franchise employees. Information is then made available to operators through the company's secure industry portal: www.ascoc.com.

About SP EVENTURES Inc

SP EVENTURES, Inc is a California Corporation doing business in San Luis Obispo, CA since 1999. The company operates several entities including: www.JiffySupply.com, www.ASCOC.com and www.MyCarBuzz.com. The company was founded on the premise of supplying guest feedback services and other offerings to Jiffy Lube and other quick lube operators. For more information visit the company's website at www.JiffyPortal.com.



About Jiffy Lube®

Jiffy Lube International Inc. (“Jiffy Lube”), with more than 2,000 franchised service centers in North America, serves approximately 24 million customers each year. Jiffy Lube pioneered the fast oil change industry in 1979 by establishing the first drive-through service bay, providing customers with fast, professional service for their vehicles. Headquartered in Houston, Jiffy Lube is a wholly owned, indirect subsidiary of Shell Oil Company. Visit www.jiffylube.com to learn more about Jiffy Lube and vehicle care.

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