

Above

Average

Below Average

Key Performance Indicators	Oct-Dec 2009	July-Sept 2008	Jan-Mar 2008	Partners
NSAT				
NSAT*	186.21	176.27	146.94	164.37
Customer Loyalty Segmentation				
Champions	89.66	89.83	75.51	87.09
Moral Supporters	10.34	6.78	6.12	4.75
Captives	0	3.39	2.04	1.43
Rebels	0	0	16.23	6.73
Revenue Impact Analysis				
Higher	32.14	29.63	36.96	48.17
Same	64.29	68.52	63.04	48.14
Lower	3.57	1.85	0	3.18
Loyalty				
Satisfied	100	98.31	89.8	95.69
Likely to Recommend	100	96.61	81.63	91.84
Likely to Repurchase	89.66	93.22	77.55	88.52
Competitive Advantage	68.97	66.1	46.94	69.09
Overall Performance				
Overall Performance	67.86	57.89	40.82	65.86
Ease of Doing Business	75	73.21	44.9	72.88
Quality of Communication	57.14	59.65	40.82	69.45
Quality of Sales	50	62.79	51.22	66.9
Quality of Products	82.14	68.52	50	70.36
Quality of Support	75	66.07	52.08	71.71
Value Received	53.57	47.83	40.43	63.4
Ability to Meet Your Needs	71.43	66.07	43.75	70.53