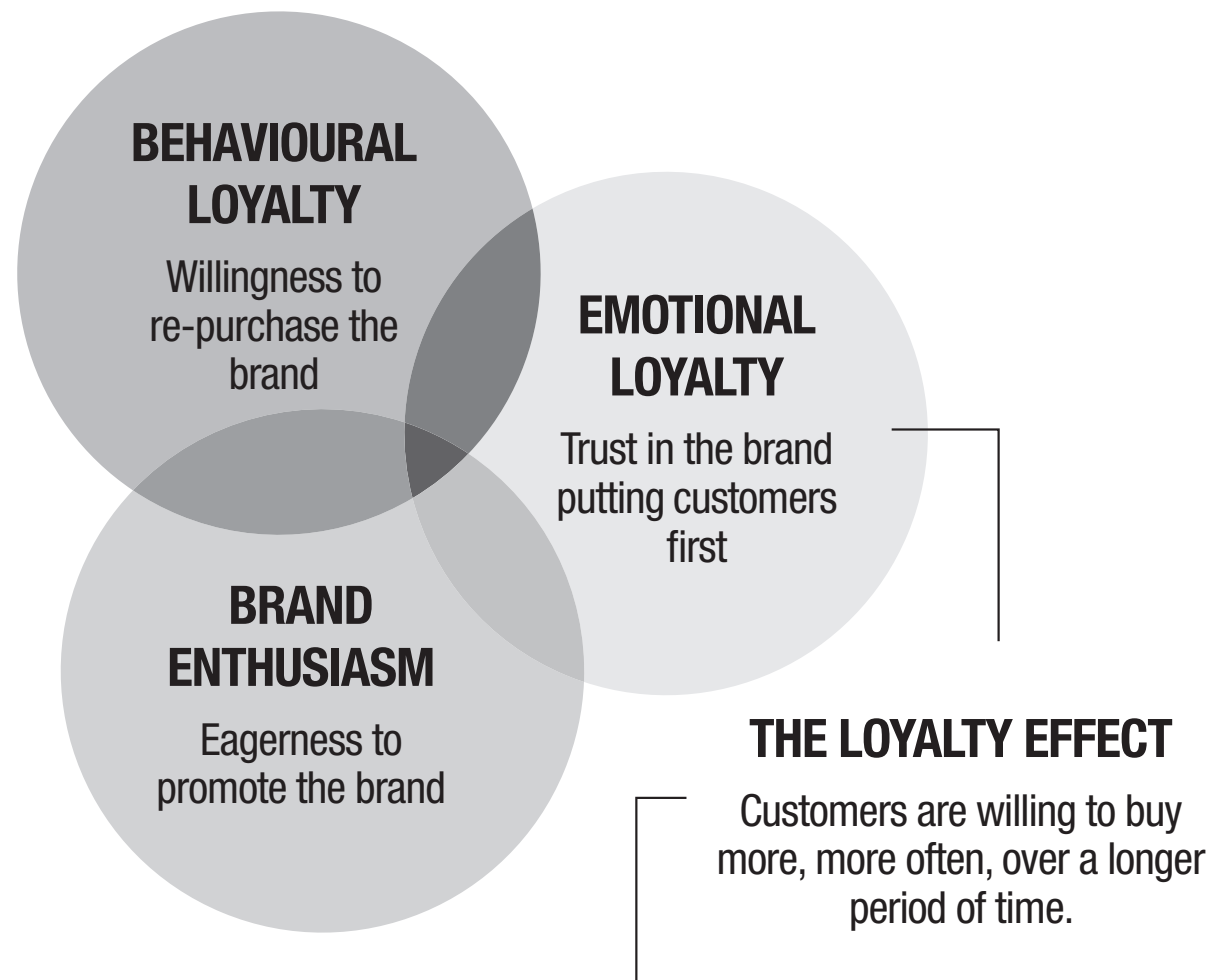


# SATISFACTION AND LOYALTY MEASUREMENT FRAMEWORK



## CUSTOMER LIFETIME VALUE

### CUSTOMER EQUITY\*

#### PERCEPTION OF VALUE

Do we offer greater total value than customers can get elsewhere?

#### EXPERIENCE SATISFACTION

Are we meeting or exceeding the expectation of customers?

#### ATTITUDINAL LOYALTY

Have we earned the enduring affection and devotion of customers?

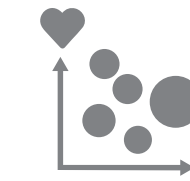
## MEASUREMENT FRAMEWORK

<b>What are the motivational drivers of customers?</b>	<b>DECISION STYLE</b>	<b>ATTITUDES</b>
	How do customers make purchase decisions? Decision drivers	What are the beliefs and values of customers? Attitudinal drivers
<b>How do customers feel about their experience?</b>	<b>EXPECTATIONS</b>	<b>PERFORMANCE</b>
	What do customers value the most in an experience? Key determinants	How satisfied are customers with their experience? Satisfaction scores
<b>How strongly committed are customers to the brand?</b>	<b>PERCEPTION</b>	<b>NEEDS</b>
	How do customers feel about their relationship? Perception ratings	What improvements are customers looking for? Rankings/suggestions
	<b>LOYALTY</b>	<b>NET PROMOTER SCORE</b>
	What factors best explain attitudinal loyalty? Key drivers	What is the likelihood to recommend the brand? NPS score/reasons
	<b>COMMITMENT</b>	<b>INTENT</b>
	How committed are customers to the brand? Favorability ratings	What is the level of future purchase intent? Purchase intent



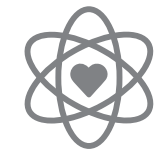
#### LOYALTY DRIVER ANALYSIS

Which factors are rated most important to customers?



#### CORRELATION ANALYSIS

How do the loyalty scores map to key performance metrics?

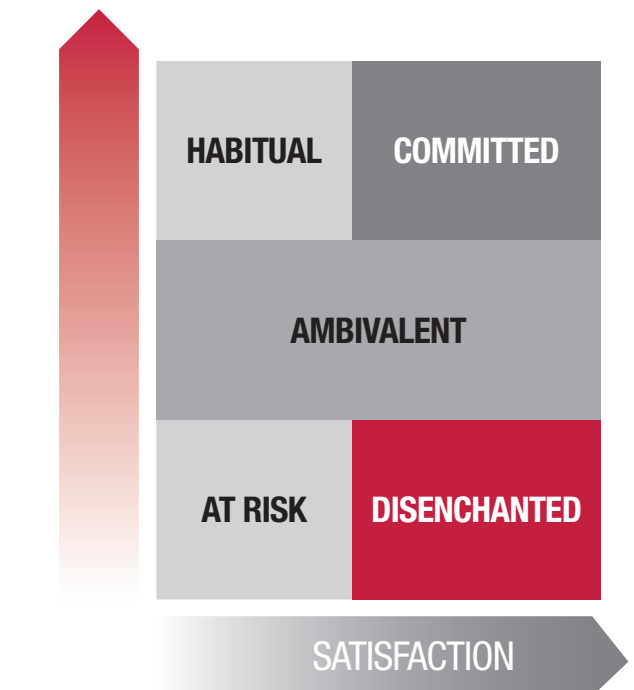


#### FACTOR ANALYSIS

Which factors best explain customer loyalty?

1. I am always willing to consider new products from the brand
2. I would miss the brand if it went away
3. I consider myself a loyal customer of the brand
4. I prefer the brand to all other competitive brands
5. I always go out of my way to buy the brand

#### LOYALTY SCORE



\* The asset value of customers as measured by their lifetime value