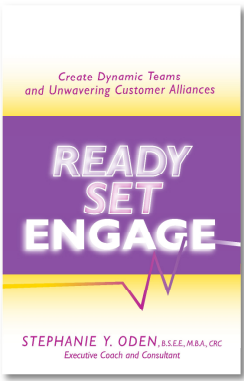


Customer Performance Measurement



Customer/Business Segment Group

Customer Requirement

Organizational Link to Support Customer Goal

Departmental Measurement of Customer Satisfaction

Results as seen by the Customer

Results as measured internally.

Internal Voice of Customer: Person in the organization that is engaged, empowered and focused on creating emotional customers.