

Acme Widget Corporation

OVERALL SATISFACTION	INDEX - NORMALIZED TO ONE HUNDRED PERCENT	SIMPLIFIED RATIOS	NUMBER OF RESPONDENTS	RESPONSE %	INDEX SCORE *
Totally Satisfied	100%	1.0	26	53.06%	53.06%
Somewhat Satisfied	38%	0.4	19	38.78%	15.51%
Somewhat Dissatisfied	7%	0.1	3	6.12%	0.61%
Totally Dissatisfied	-180%	(2.0)	1	2.04%	-4.08%

* Index Score is calculated by multiplying Response % by Simplified Ratio

TOTAL SCORE	65.10%
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The total score is a measure of the percentage of available revenues you are currently receiving from your customers.

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While the Revenue Index is extremely useful for tracking changes over time, several points of clarification are in order.

- 1) It is a very sensitive indicator of changes in customer perceptions. Small shifts from one satisfaction group to the next can produce major movement in the Index, especially if driven by customers in the Totally Dissatisfied group.
- 2) The impact on revenue is not instantaneous. While increases or decreases in customer satisfaction will produce changes in revenues, the actual impact tends to lag by anywhere from 6-9 months. The Revenue Index is most useful as a predictor of future actions.
- 3) Customer satisfaction is obviously not the only revenue driver; competitive influences and general economic conditions play a significant role in any company's performance. Thus any conclusions drawn from the Revenue Index must be based on the assumption of "all (other) things remaining equal".
- 4) The underlying premise of the Revenue Index is built upon survey data collected within a highly competitive sector. In mature businesses, where products or services are quite similar, the impact of customer satisfaction on revenues may be even greater.

InfoQuest Benchmarks (Totally Satisfied)	
High Company Score	94%
Low Company Score	-34%
Median All Companies	60%
Percentile Rank	59%
Rank of current score in database (High Score = 100%)	

