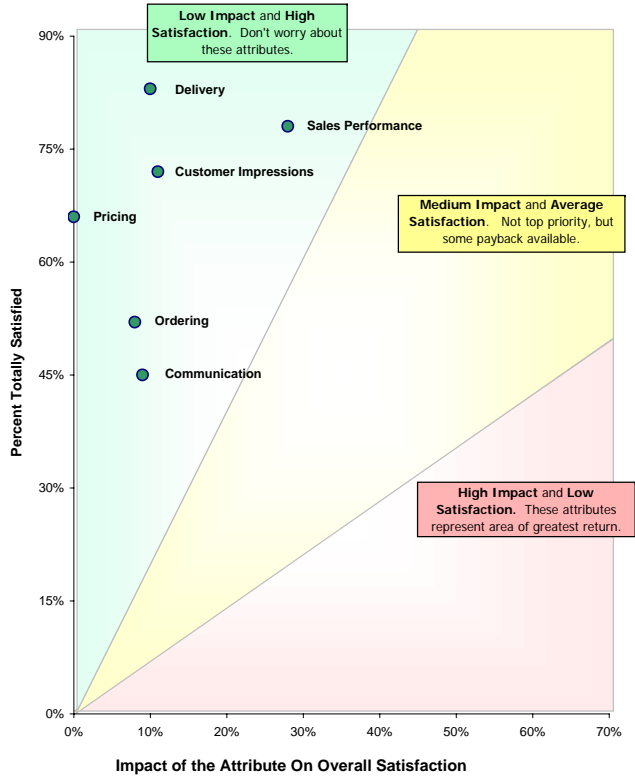


CHART 3

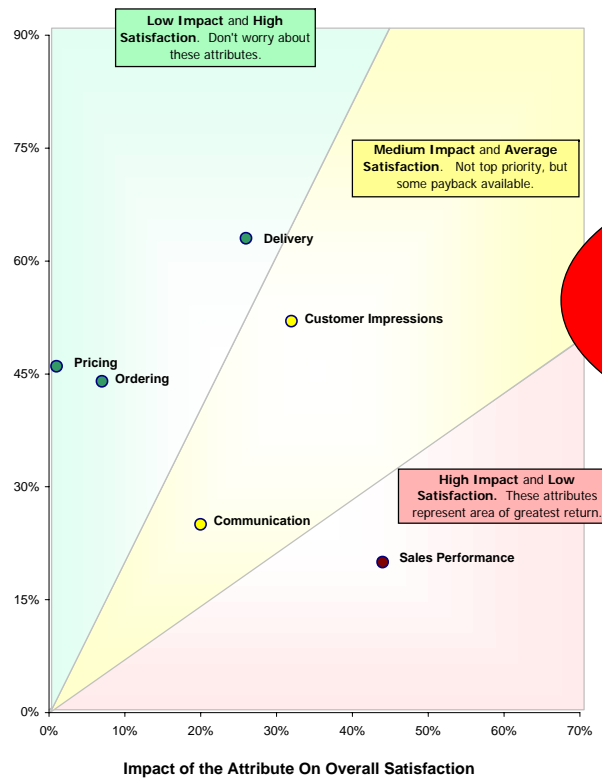
Payoff Profile

Customers Segmented By Overall Satisfaction Level

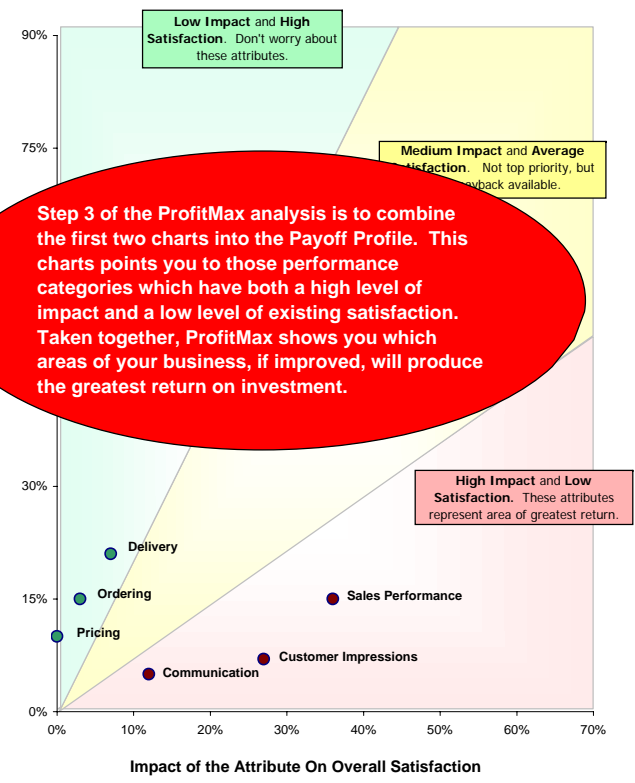
Totally Satisfied Customers



Somewhat Satisfied Customers



Dissatisfied Customers



Step 3 of the ProfitMax analysis is to combine the first two charts into the Payoff Profile. This chart points you to those performance categories which have both a high level of impact and a low level of existing satisfaction. Taken together, ProfitMax shows you which areas of your business, if improved, will produce the greatest return on investment.

Size of Segments

