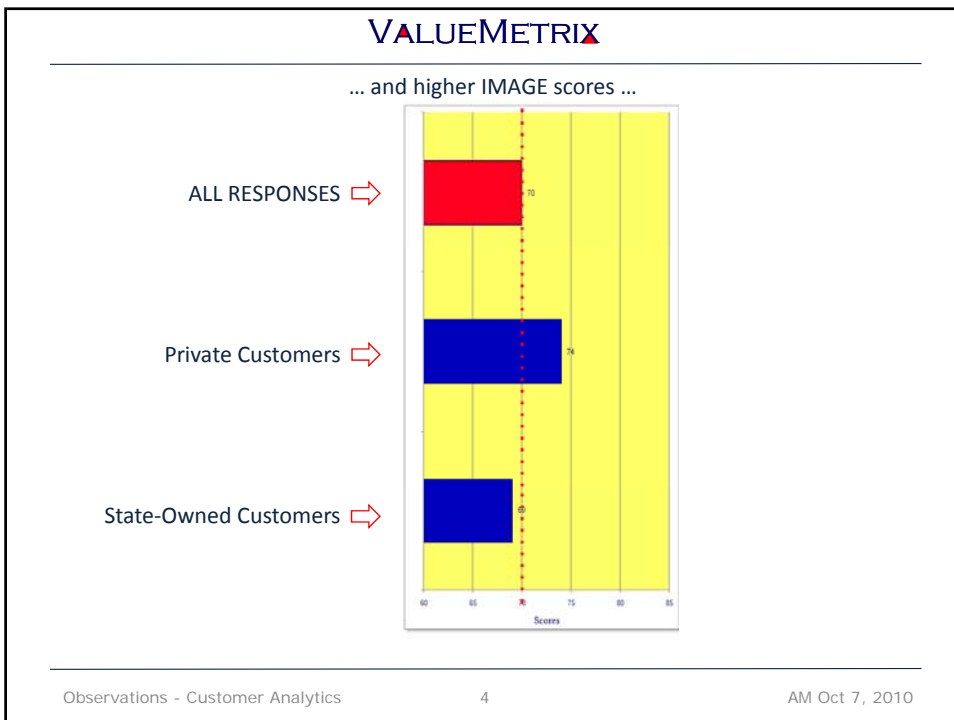
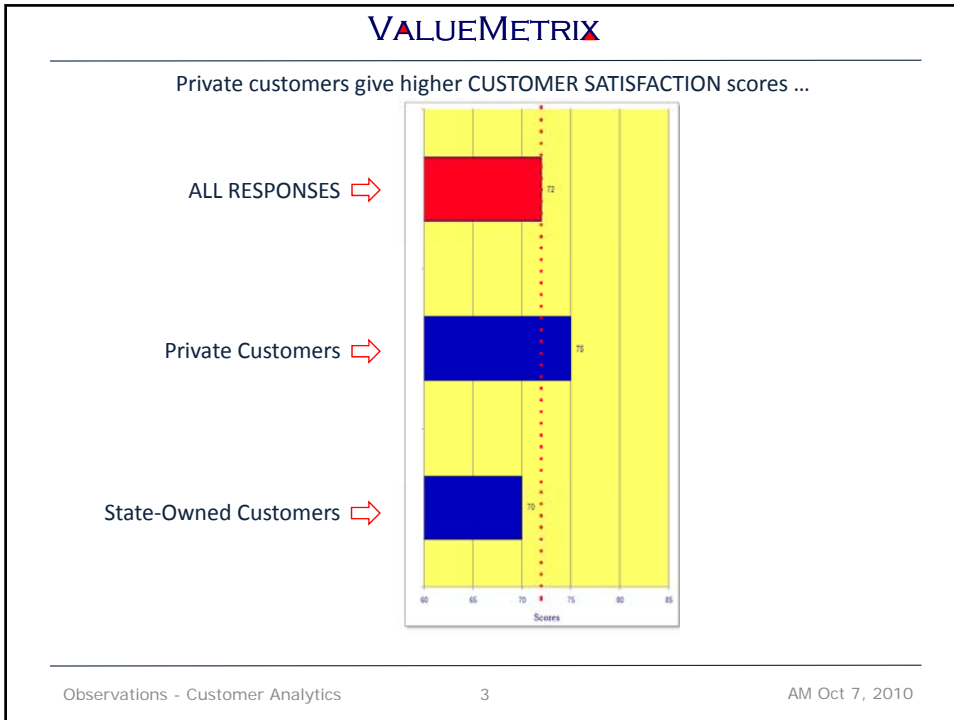


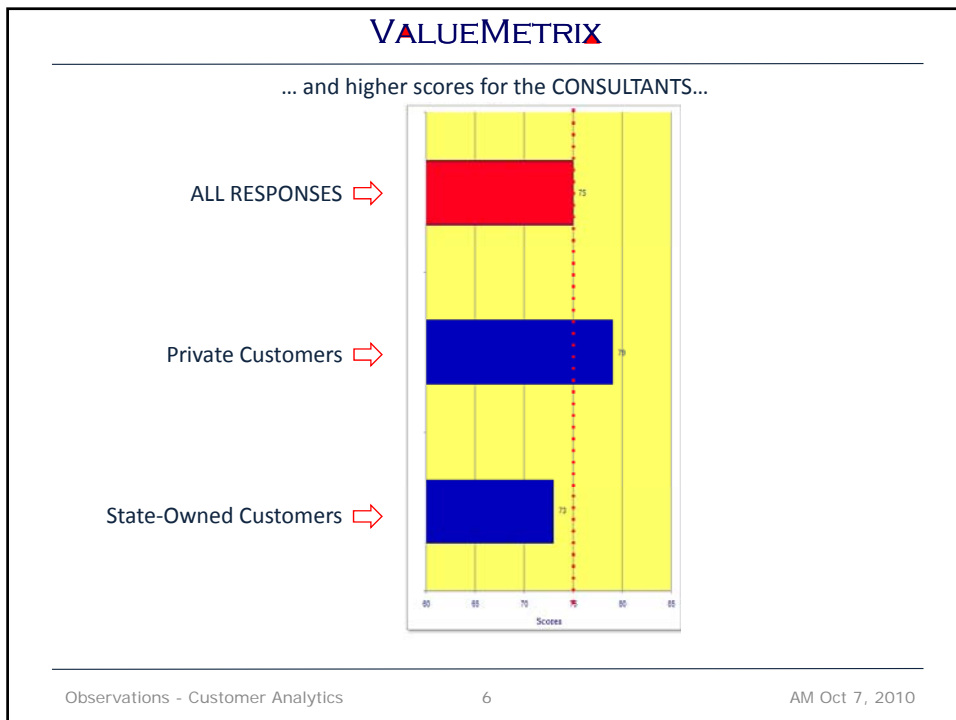
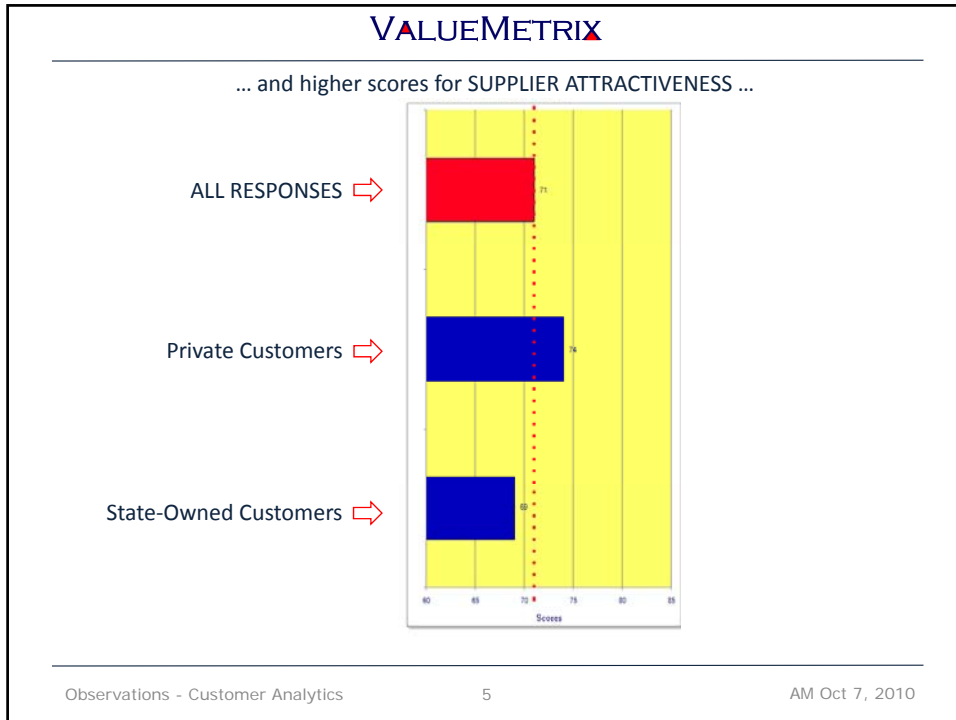
Observations from Customer Analytics for a Consulting Firm

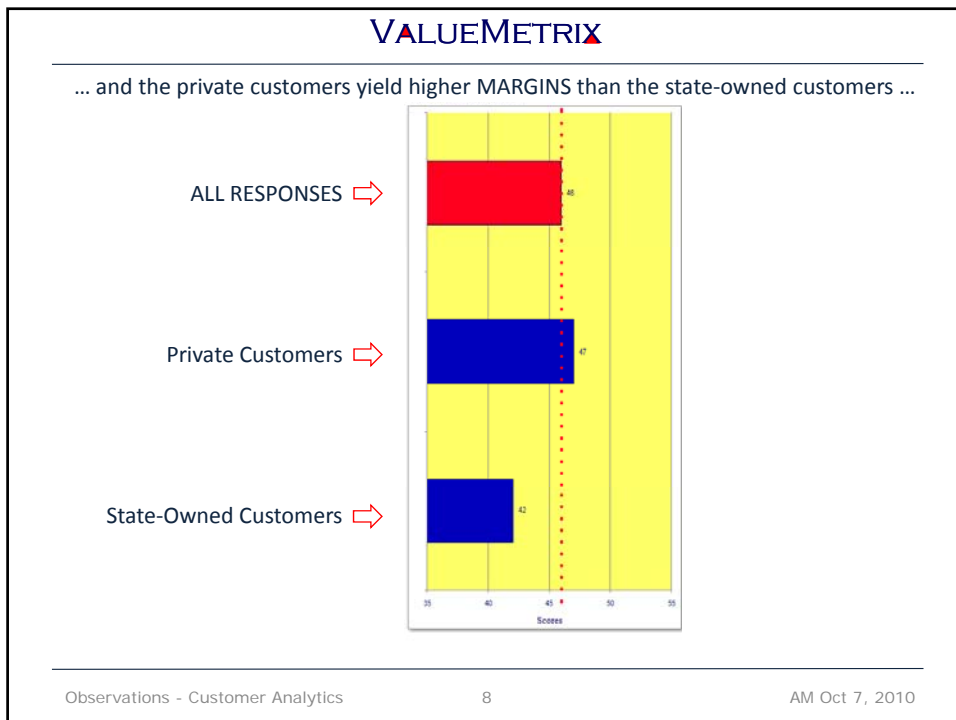
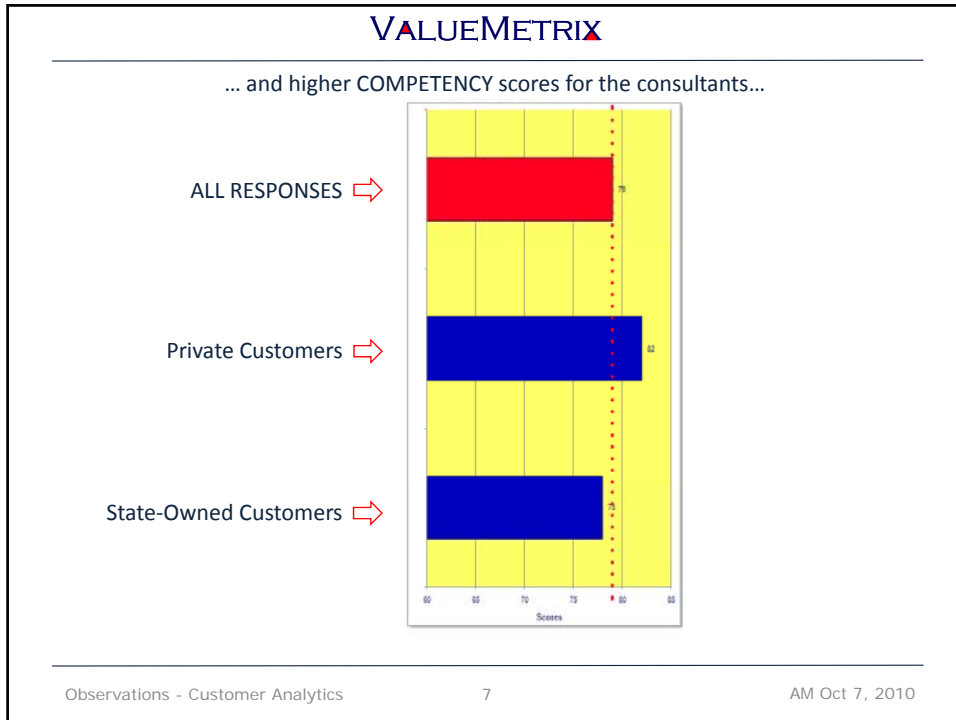
- Selected Comparisons Between Private and State-Owned Customers -

Selected Comparisons Between a Consulting Firm's Private and State-Owned Customers

- Private customers give higher survey scores
- Private customers yield higher margins
- Neither private nor state-owned customers show linkages between margins and scores

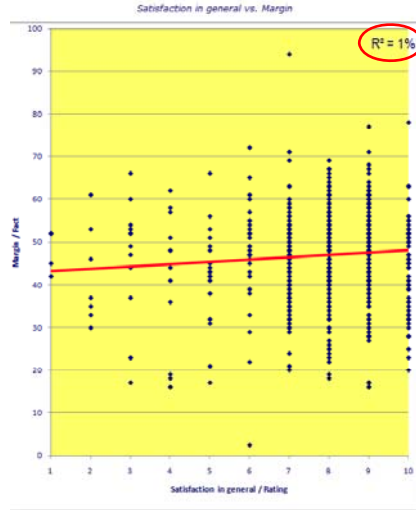






VALUOMETRIX

... yet there are no linkages between Margins and Satisfaction for ALL RESPONDENTS ...



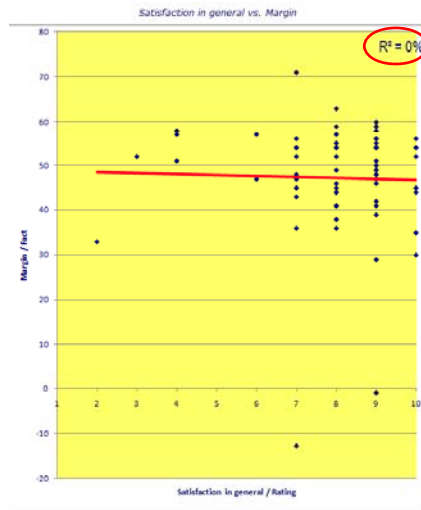
Observations - Customer Analytics

9

AM Oct 7, 2010

VALUOMETRIX

... and no linkages between Margins and Satisfaction for PRIVATE CUSTOMERS ...



Observations - Customer Analytics

10

AM Oct 7, 2010

VALUOMETRIX

... and no linkages between Margins and Satisfaction for STATE-OWNED CUSTOMERS

