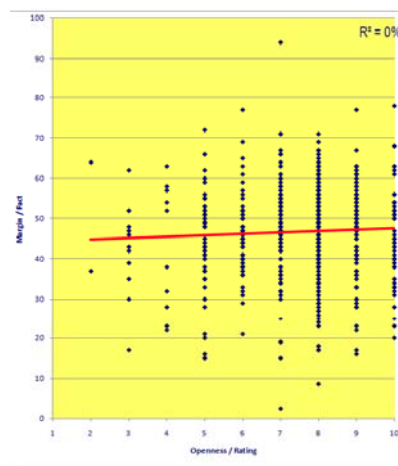


Observations of Absence of Linkages Between Margins and Customer Scores

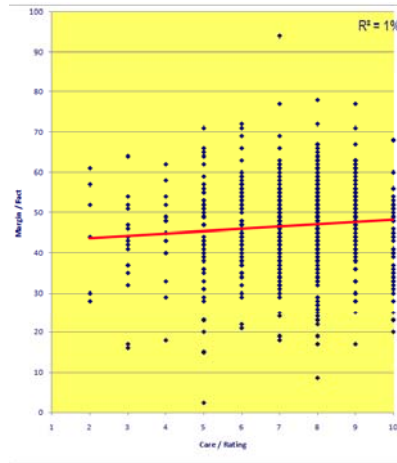
- Regression lines and R^2 for 45 survey questions for Swedish Consulting Firm -

Actual Margin vs. A Consulting Firm with Straightforward Communication



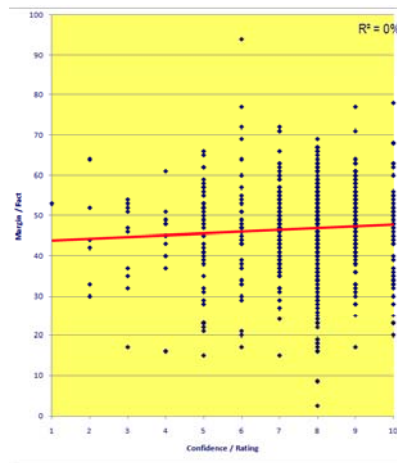
VALUEMETRIX

Actual Margin vs. Being Careful and Exact



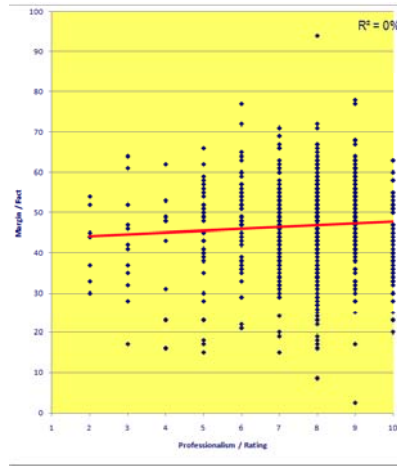
VALUEMETRIX

Actual Margin vs. Exudes Confidence



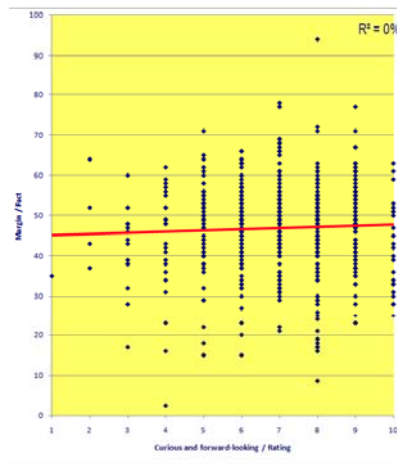
VALUOMETRIX

Actual Margin vs. Is a Firm of Professionals



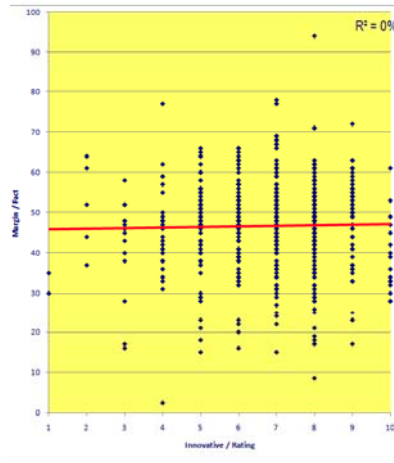
VALUOMETRIX

Actual Margin vs. A Firm that Is Curious and Forward-Looking



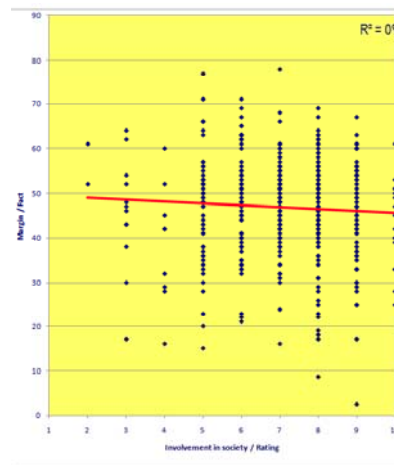
VALUEMETRIX

Actual Margin vs. Is an Innovative Consulting Firm



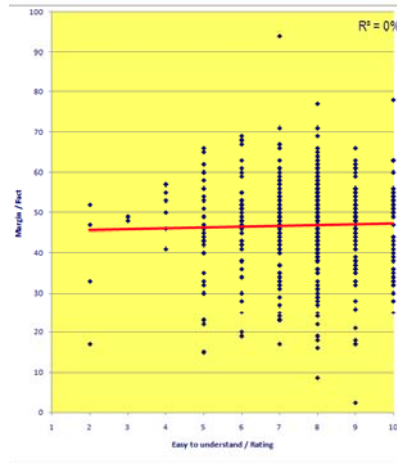
VALUEMETRIX

Actual Margin vs. Shows an Active Involvement in Society



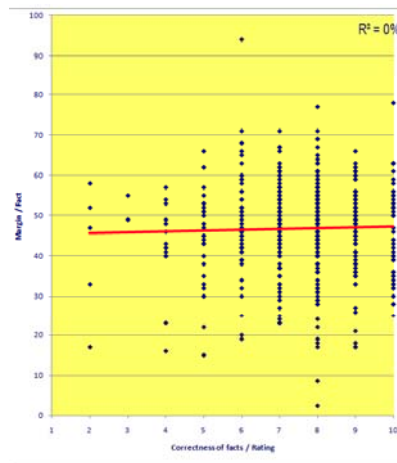
VALUEMETRIX

Actual Margin vs. Makes Offers that Are Easy to Understand



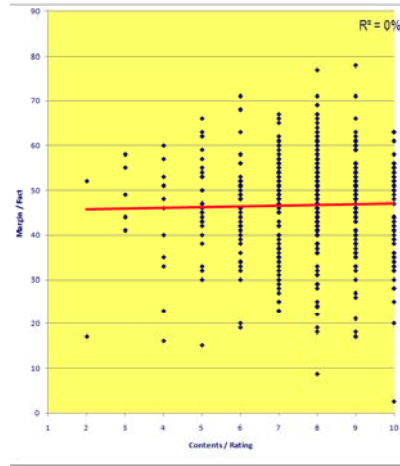
VALUEMETRIX

Actual Margin vs. Makes Offers that Include All the Necessary Facts



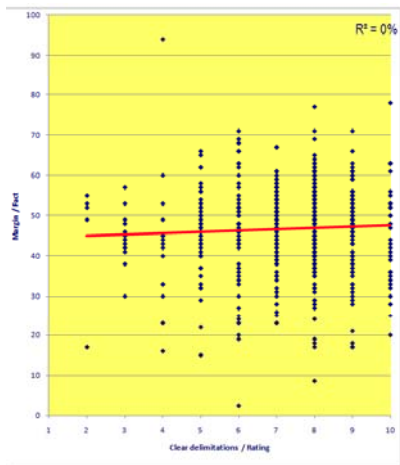
VALUEMETRIX

Actual Margin vs. Makes Offers that Include All the Requested Information



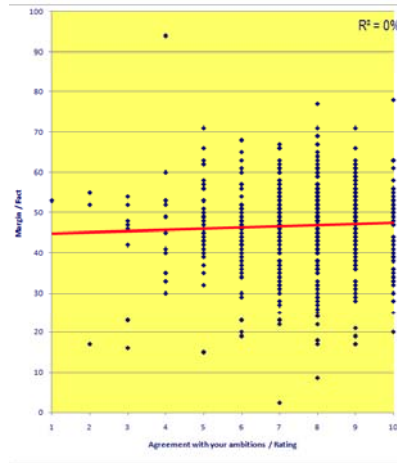
VALUEMETRIX

Actual Margin vs. Makes Well Delimited Offers



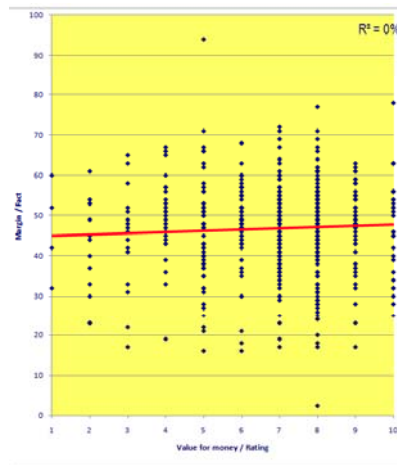
VALUOMETRIX

Actual Margin vs. Makes Offers that Agree with Your Ambitions



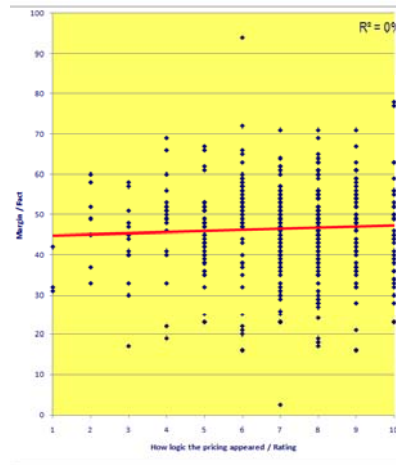
VALUOMETRIX

Actual Margin vs. Offers Good Value for Money



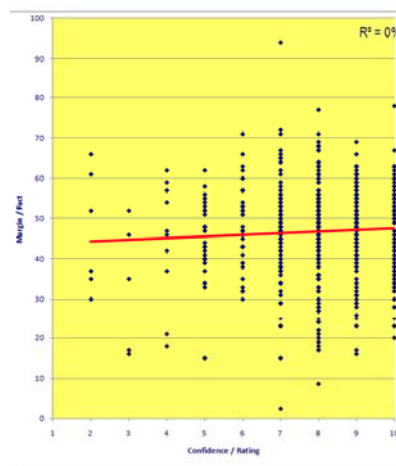
VALUOMETRIX

Actual Margin vs. Makes Offers with a Clear Pricing Logic



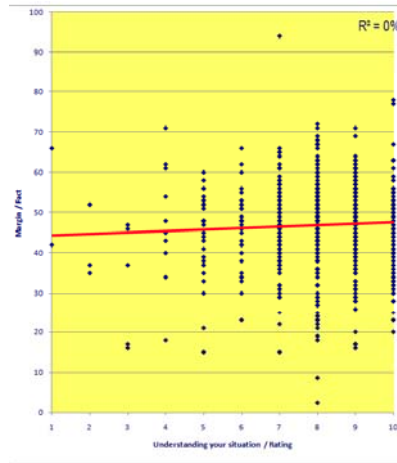
VALUOMETRIX

Actual Margin vs. The Confidence You Get in the Firm's Consultants



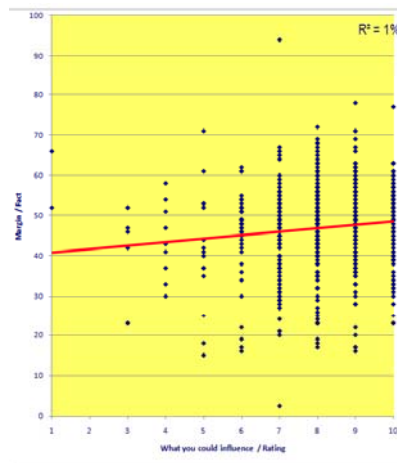
VALUOMETRIX

Actual Margin vs. How Well the Consultant Understands Your Situation



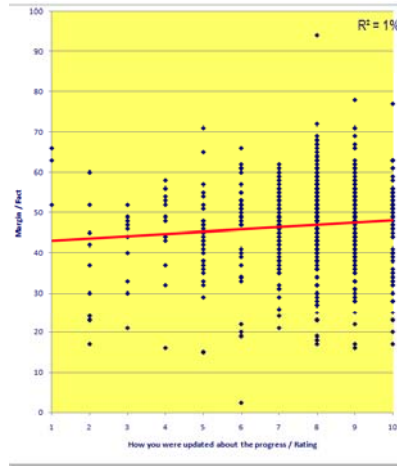
VALUOMETRIX

Actual Margin vs. How Well You Can Influence the Work of the Consultants



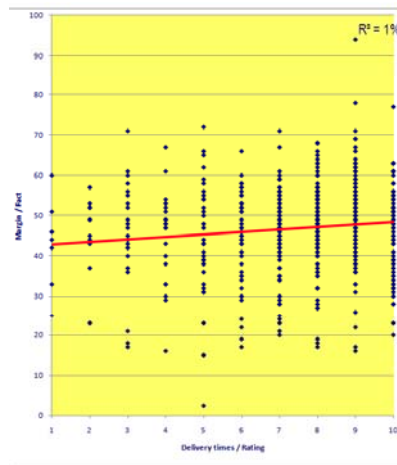
VALUOMETRIX

Actual Margin vs. How the Consultant Keeps You Updated About the Progress



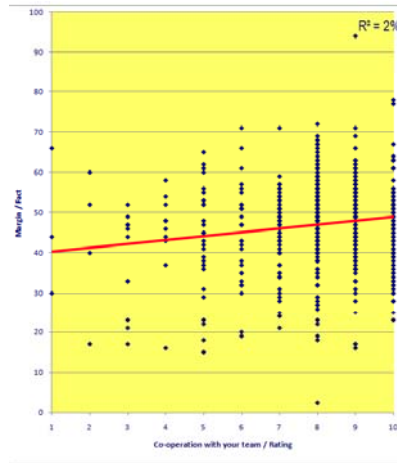
VALUOMETRIX

Actual Margin vs. How Well the Consultant Kept Promised Delivery Times



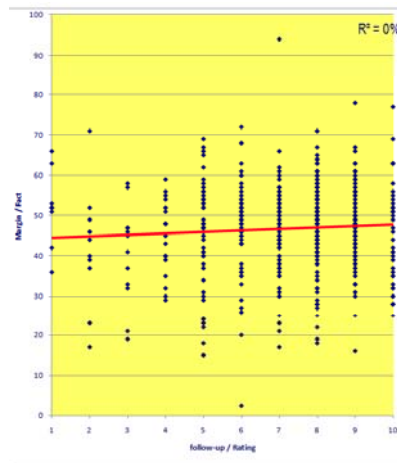
VALUOMETRIX

Actual Margin vs. How Well the Consultant Cooperates With Your Team



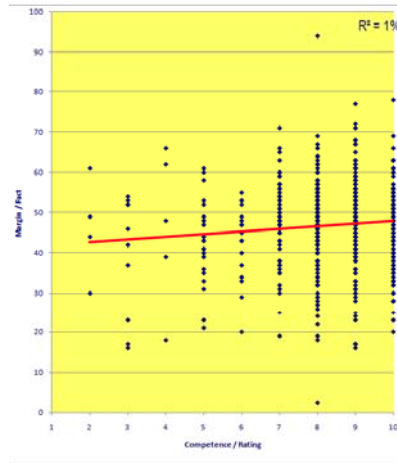
VALUOMETRIX

Actual Margin vs. The Follow-Up After Completion of the Engagement



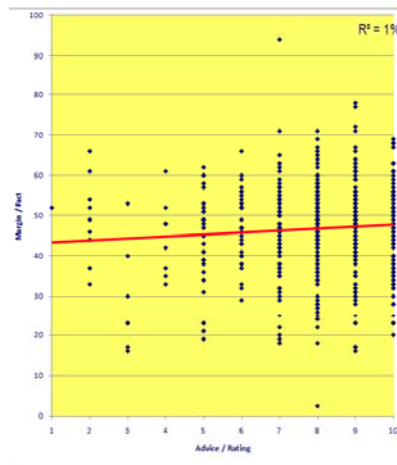
VALUOMETRIX

Actual Margin vs. Your Impression of the Consultants' Competency



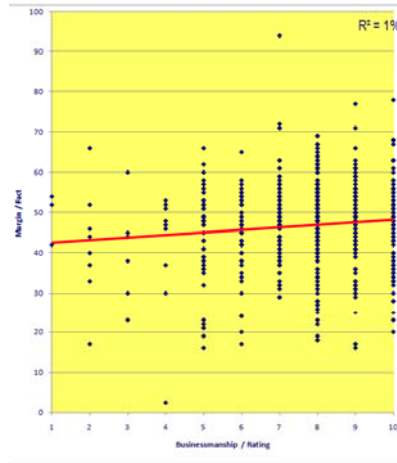
VALUOMETRIX

Actual Margin vs. The Relevance of the Consultants' Recommendations



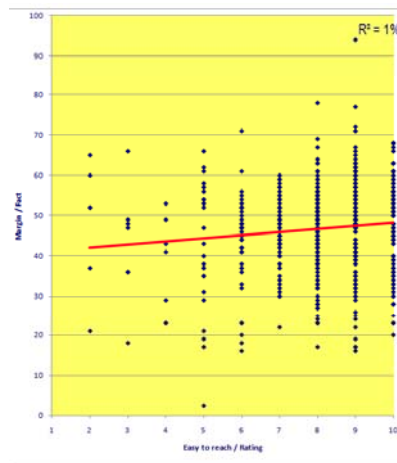
VALUOMETRIX

Actual Margin vs. The Consultants' Sense for Good Business



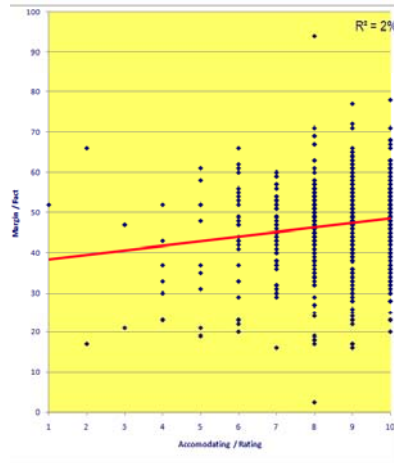
VALUOMETRIX

Actual Margin vs. How Easy It Is to Reach the Consultants



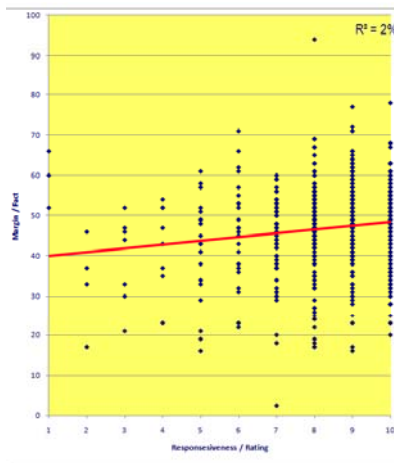
VALUOMETRIX

Actual Margin vs. How Accommodating the Consultants Are



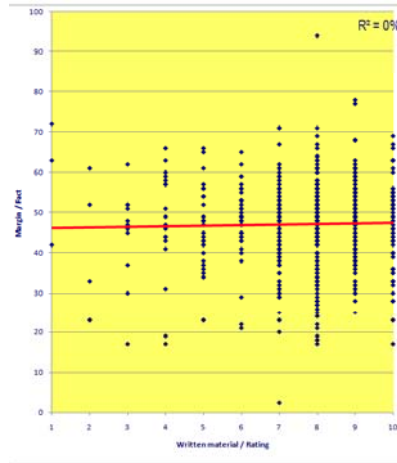
VALUOMETRIX

Actual Margin vs. How Responsive the Consultants Are



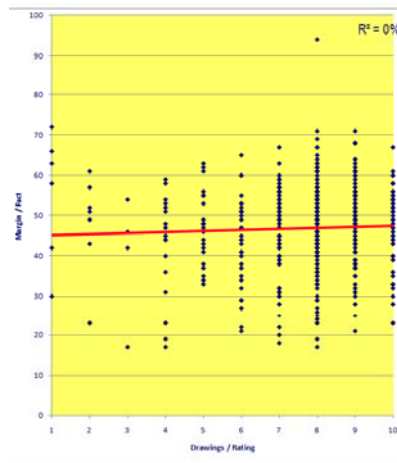
VALUOMETRIX

Actual Margin vs. The Quality of the Written Documents



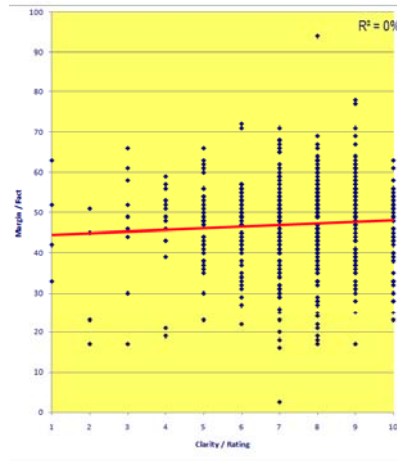
VALUOMETRIX

Actual Margin vs. The Quality of the Drawings



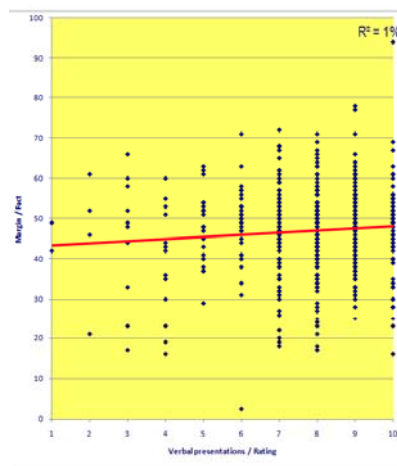
VALUOMETRIX

Actual Margin vs. The Clarity of the Documents Delivered



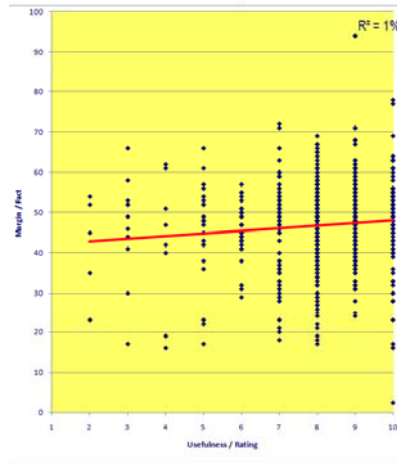
VALUOMETRIX

Actual Margin vs. The Quality of the Verbal Presentations



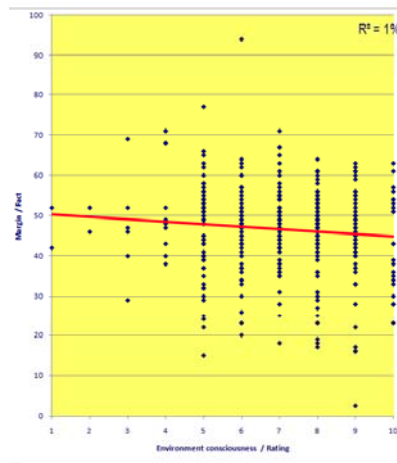
VALUOMETRIX

Actual Margin vs. How Useful the Delivery Has Been



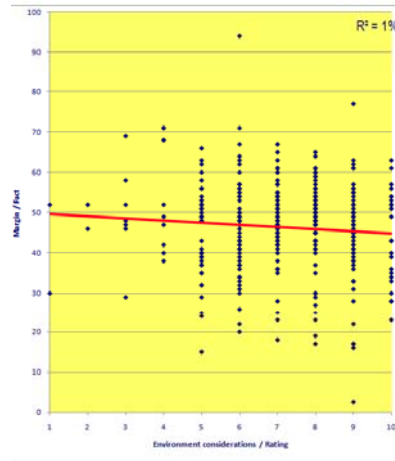
VALUOMETRIX

Actual Margin vs. Efforts to Increase the Environmental Consciousness



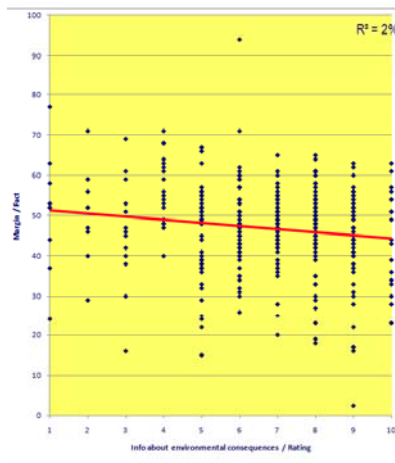
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Actual Margin vs. How Environmental Considerations Are Treated



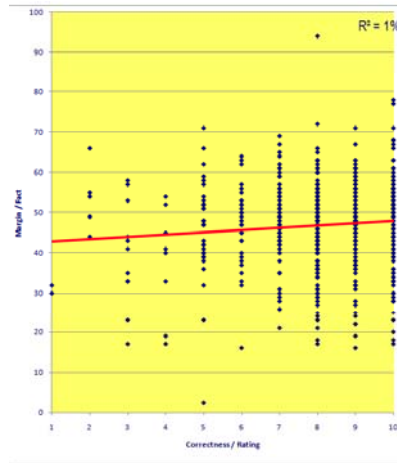
VALUOMETRIX

Actual Margin vs. Information About Environmental Consequences of Alternatives



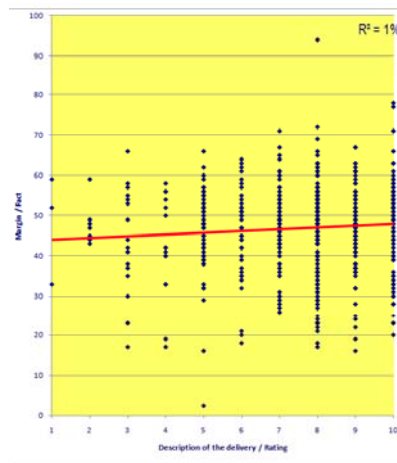
VALUOMETRIX

Actual Margin vs. How Correct the Invoices Are



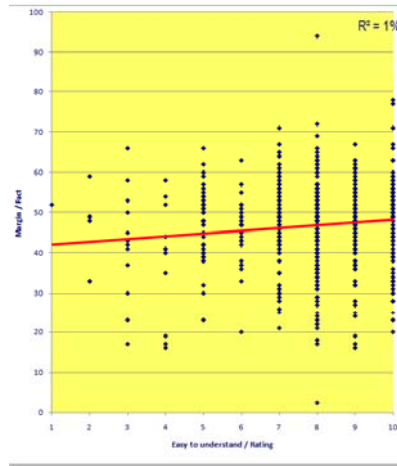
VALUOMETRIX

Actual Margin vs. How Well the Invoices Describe the Services Delivered



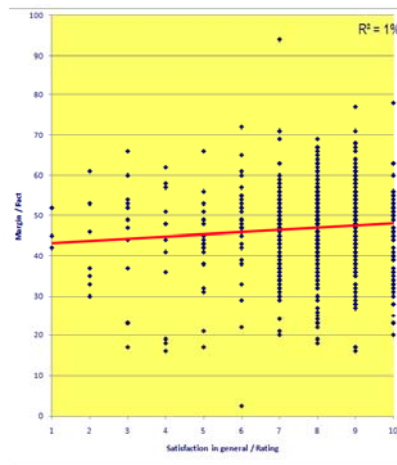
VALUEMETRIX

Actual Margin vs. How Easy the Invoices Are to Understand



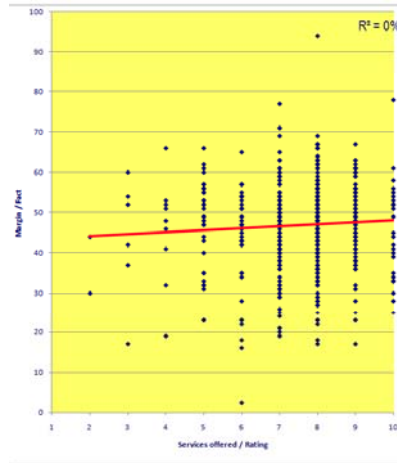
VALUEMETRIX

Actual Margin vs. Customer Satisfaction in General



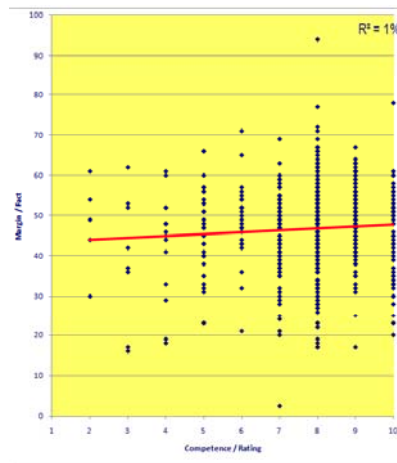
VALUEMETRIX

Actual Margin vs. The Attractiveness of the Services Offered by the Consulting Firm



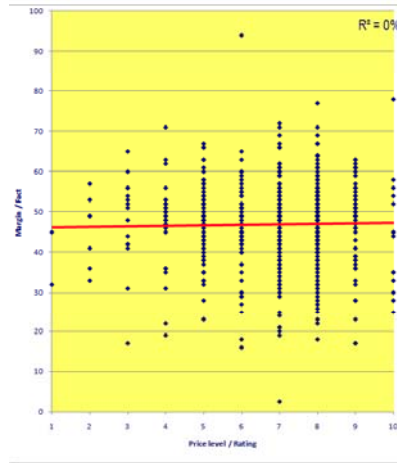
VALUEMETRIX

Actual Margin vs. The Attractiveness of the Competence of the Consulting Firm



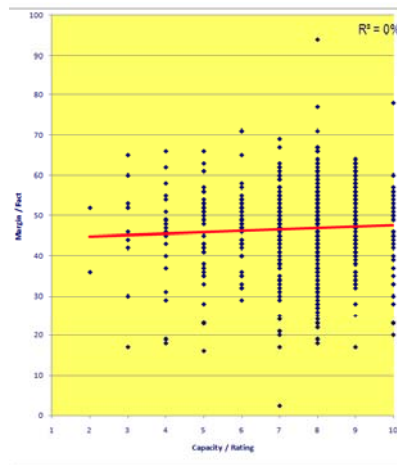
VALUOMETRIX

Actual Margin vs. The Attractiveness of the Prices Offered by the Consulting Firm



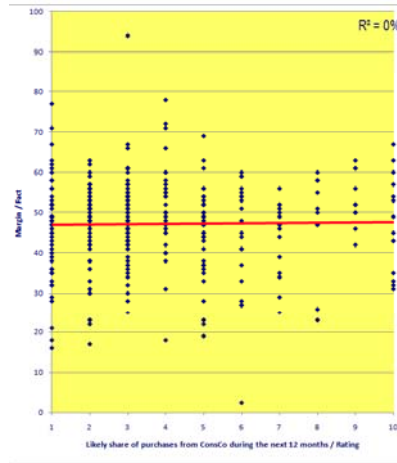
VALUOMETRIX

Actual Margin vs. The Attractiveness of the Capacity of the Consulting Firm



VALUOMETRIX

Actual Margin vs. Likely Share of Purchases from the Firm During Next 12 Months



VALUOMETRIX

Actual Margin vs. The Likelihood to Recommend the Firm to Colleague

