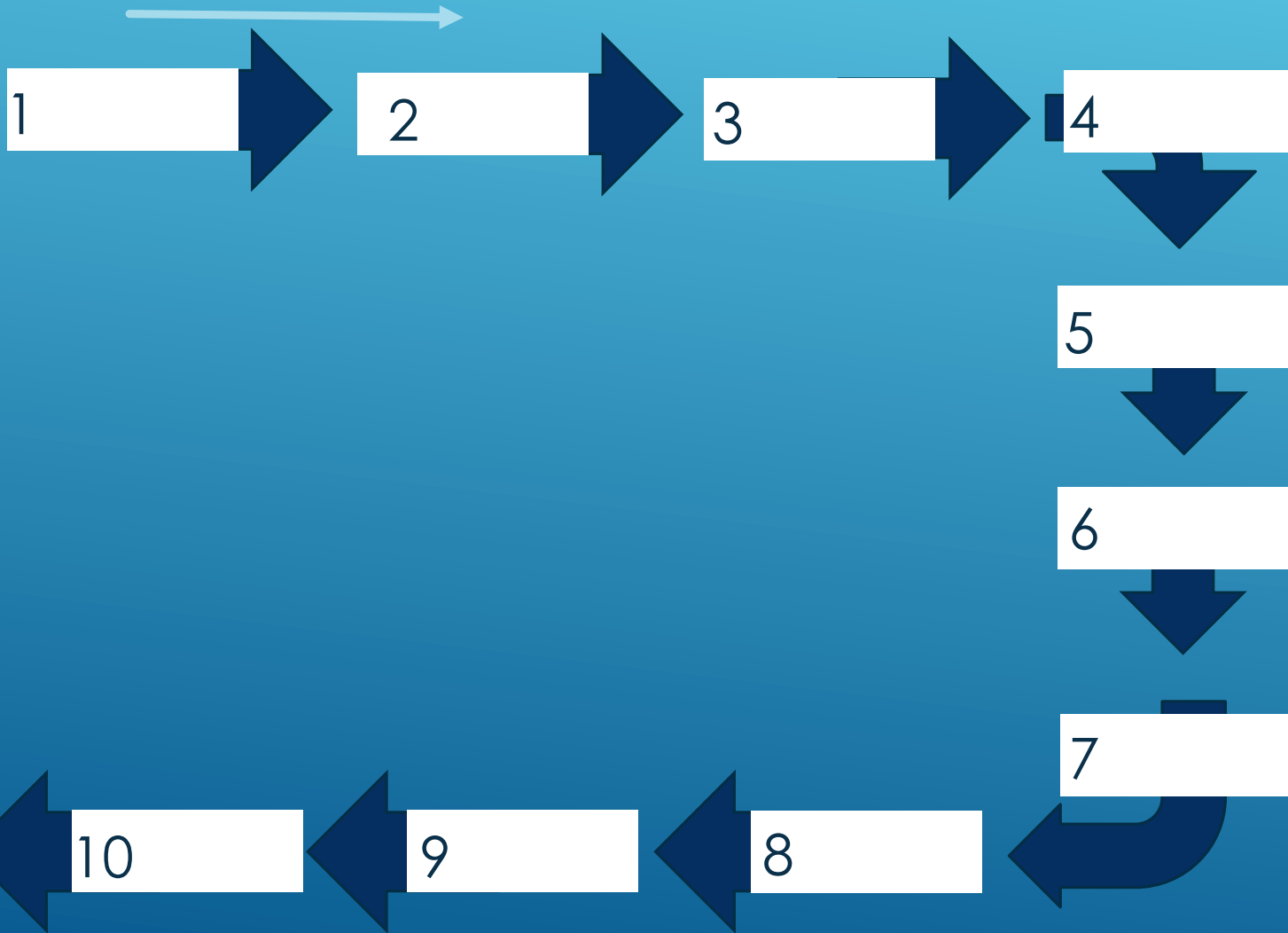


LOYALTY PROFIT CHAIN

Drives



What Drives Profit?

The Loyalty Profit Chain is an adaption of research reported in the Service Profit Chain by James L. Heskett, W. Earl Sasser, Jr., Leonard A. Schlesinger, Free Press New York, 1997

LOYALTY PROFIT CHAIN LIST

Internal Service Quality

Customer Satisfaction

Employee Satisfaction

Superior Customer Value

Employee Retention

Customer Loyalty

Employee Productivity &
Performance

Revenue Growth &
Profitability

External Service Quality

Shareholder Value