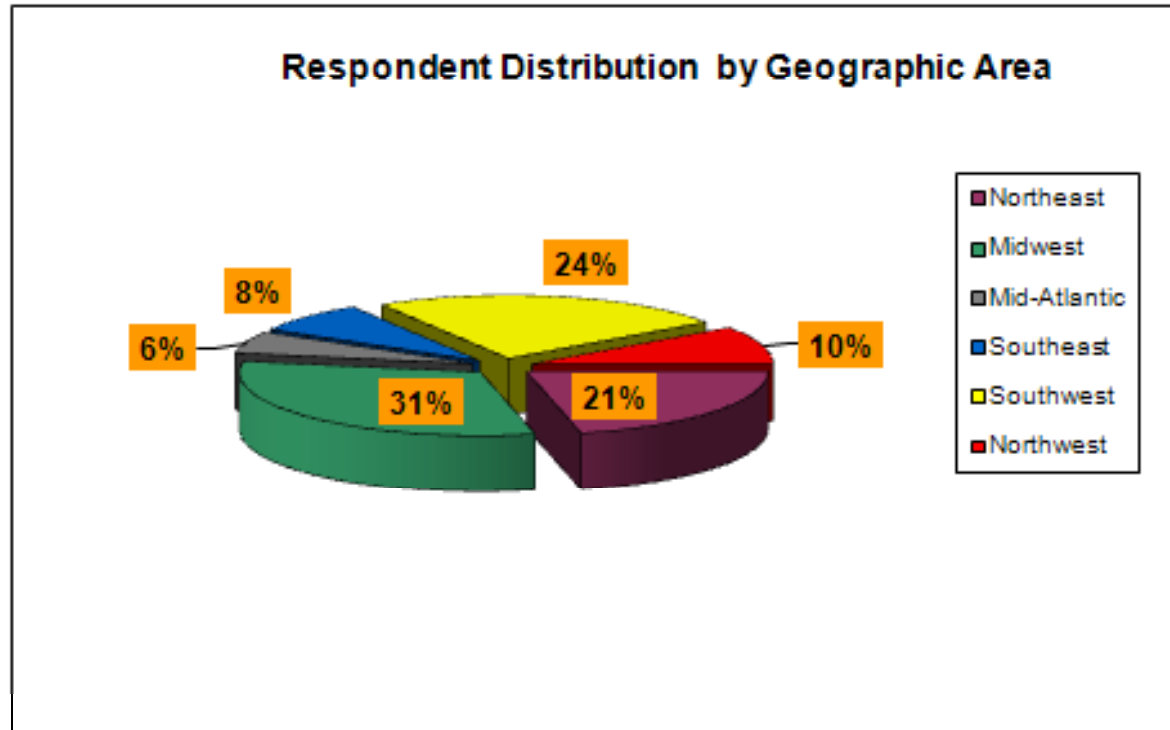


Chart Samples

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Gainen Surveys LLC

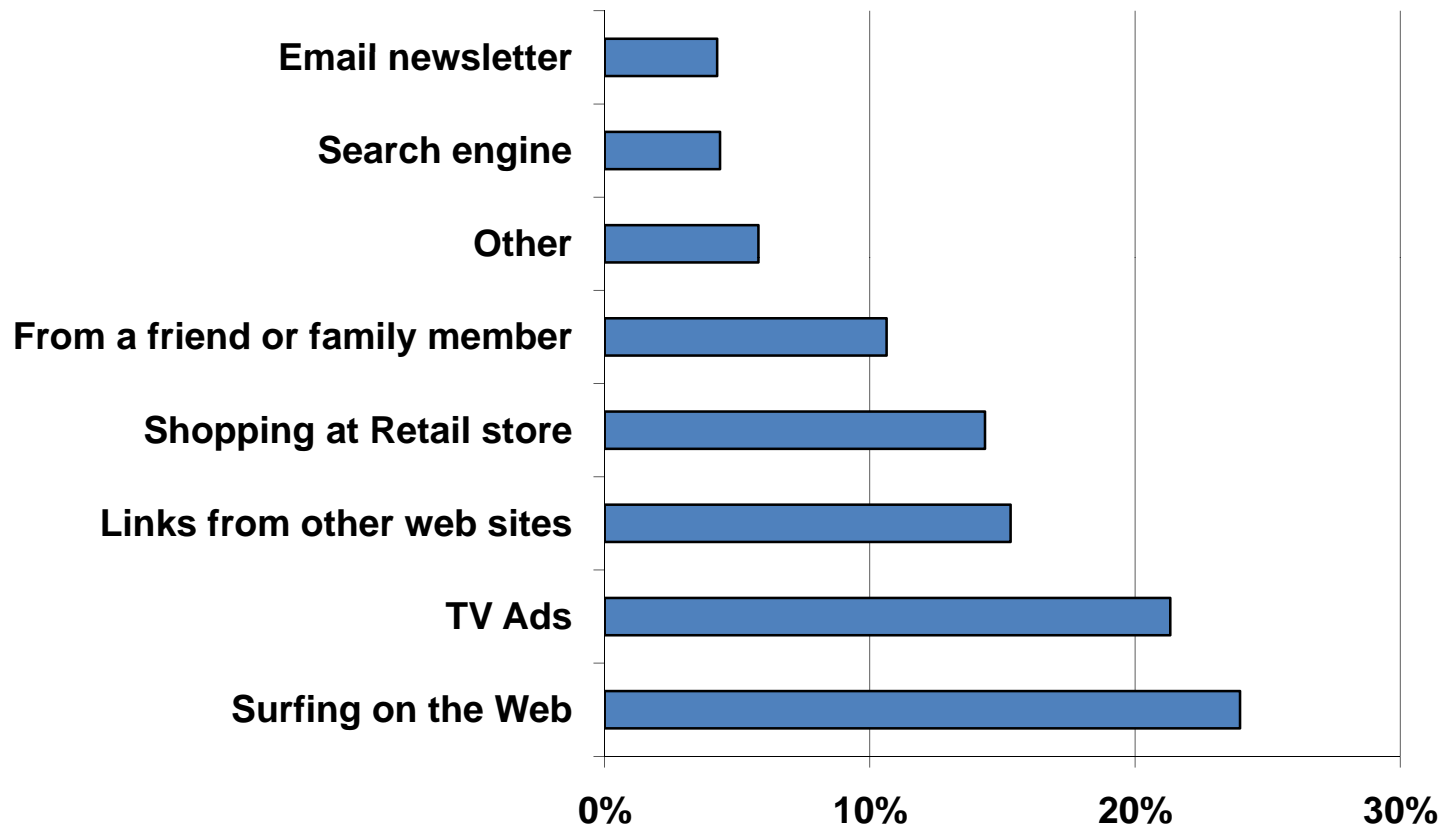
joanne@gainensurveys.com
Toll-free: 877-666-2486
Direct: 425-747-4860

Pie Charts – Illustrate Categorical Data

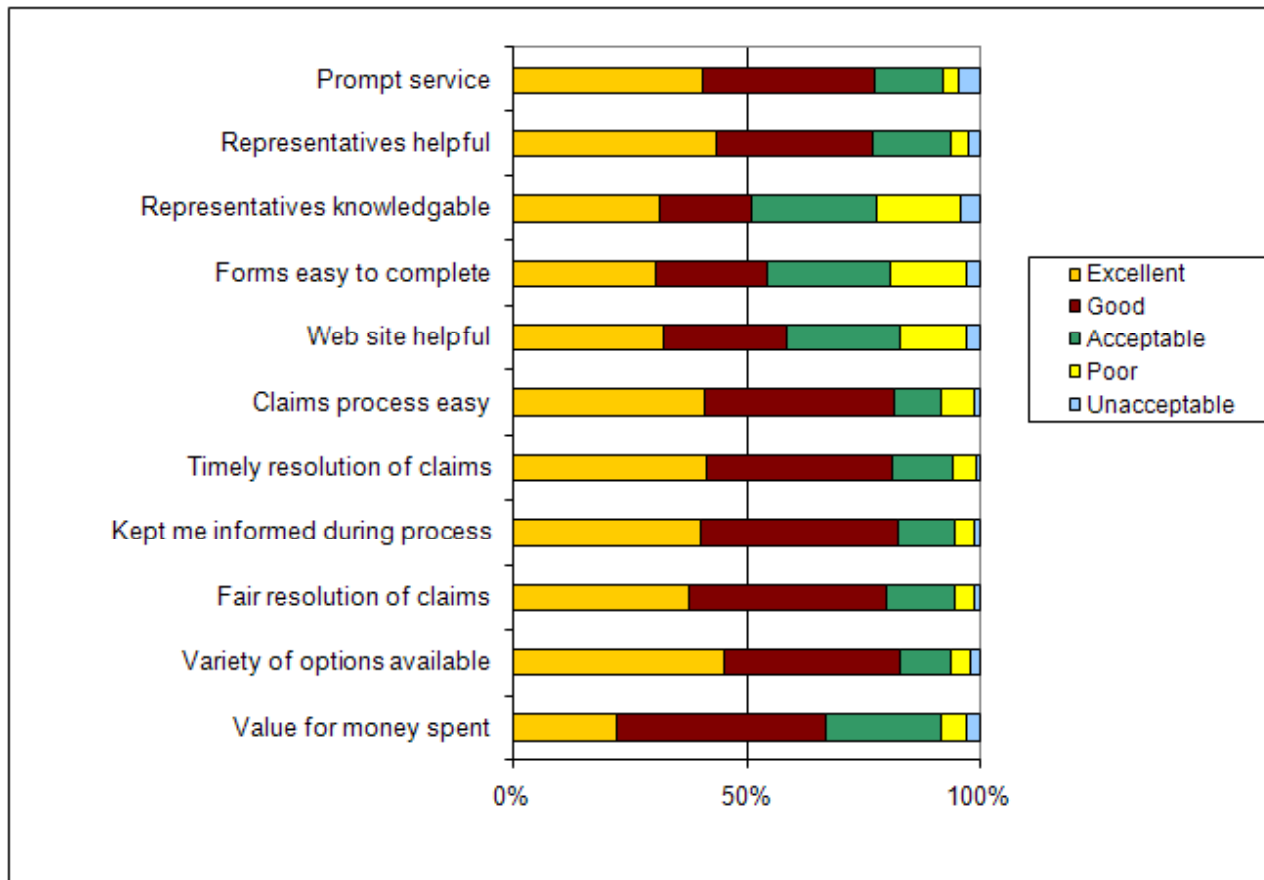


Pie charts are used to display demographics and other categorical items such as product type or preferences .

Simple Graphic Summary: How did you hear about XYZ Insurance?



% Favorable/Unfavorable Chart



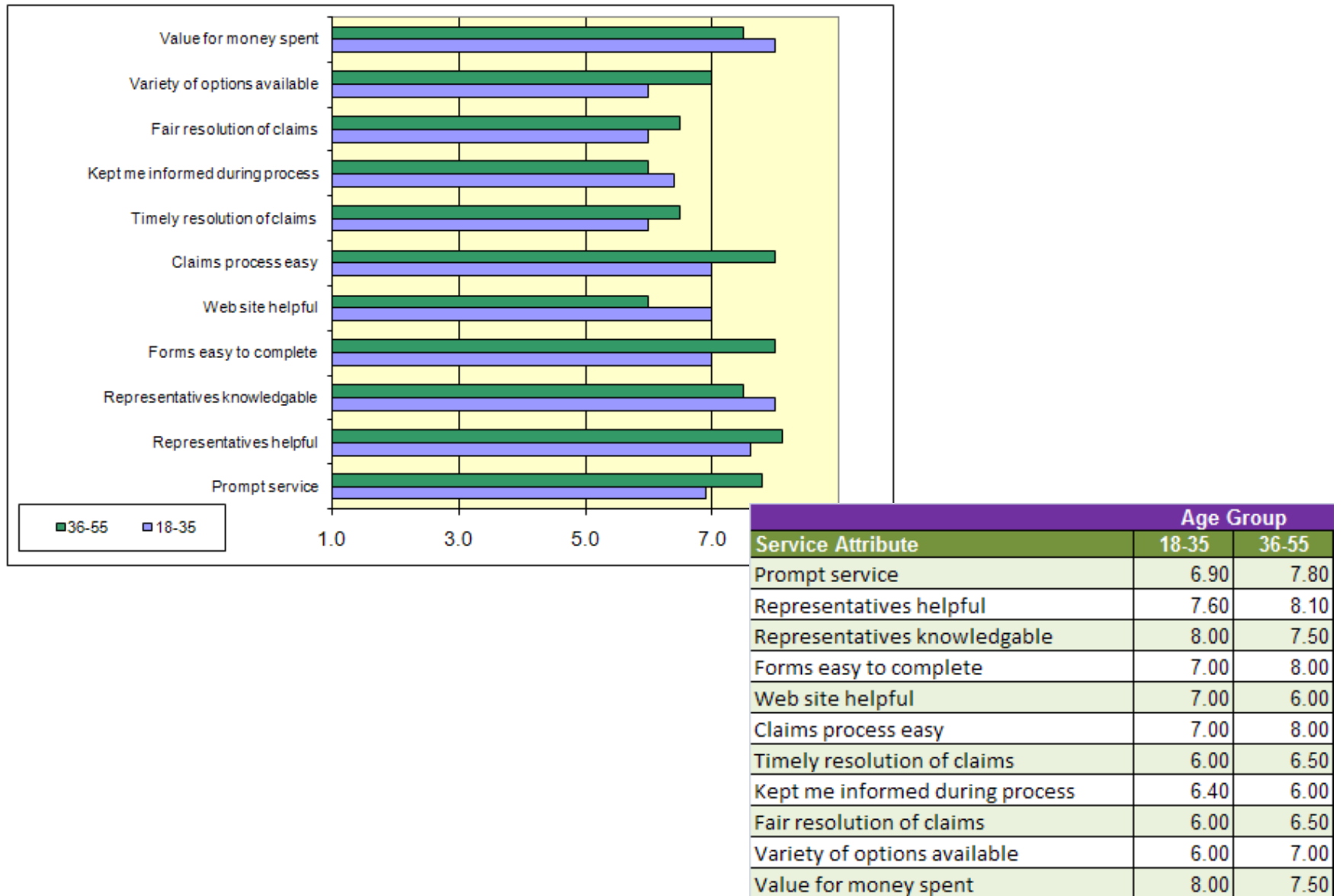
(Using data from table on next slide)

Tables – Compact Summary of Numerical Data

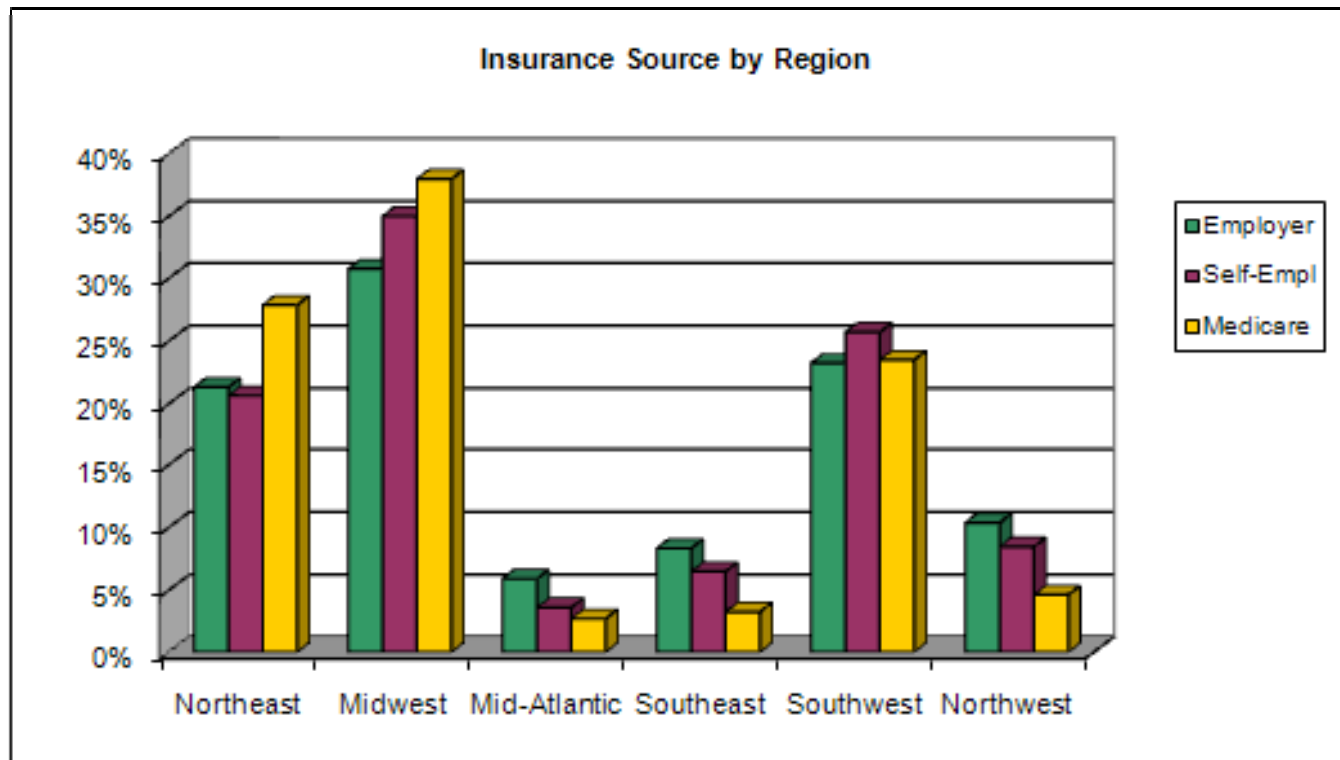
Hypothetical Responses						
	Excellent	Good	Acceptable	Poor	Unacceptable	Total
Value for money spent	22.3%	45.0%	24.4%	5.3%	2.9%	100.0%
Variety of options available	45.5%	37.4%	10.9%	4.3%	1.9%	100.0%
Fair resolution of claims	37.9%	42.2%	14.7%	4.3%	0.9%	100.0%
Kept me informed during process	40.3%	42.2%	12.3%	4.3%	0.9%	100.0%
Timely resolution of claims	41.7%	39.8%	12.8%	5.2%	0.5%	100.0%
Claims process easy	41.2%	40.8%	10.0%	7.1%	0.9%	100.0%
Web site helpful	32.2%	26.5%	24.2%	14.2%	2.8%	100.0%
Forms easy to complete	30.8%	23.7%	26.5%	16.1%	2.8%	100.0%
Representatives knowledgeable	31.4%	20.0%	26.7%	18.1%	3.8%	100.0%
Representatives helpful	43.8%	33.3%	16.7%	3.8%	2.4%	100.0%
Prompt service	40.7%	36.8%	14.8%	3.3%	4.3%	100.0%

(Displayed graphically on previous slide)

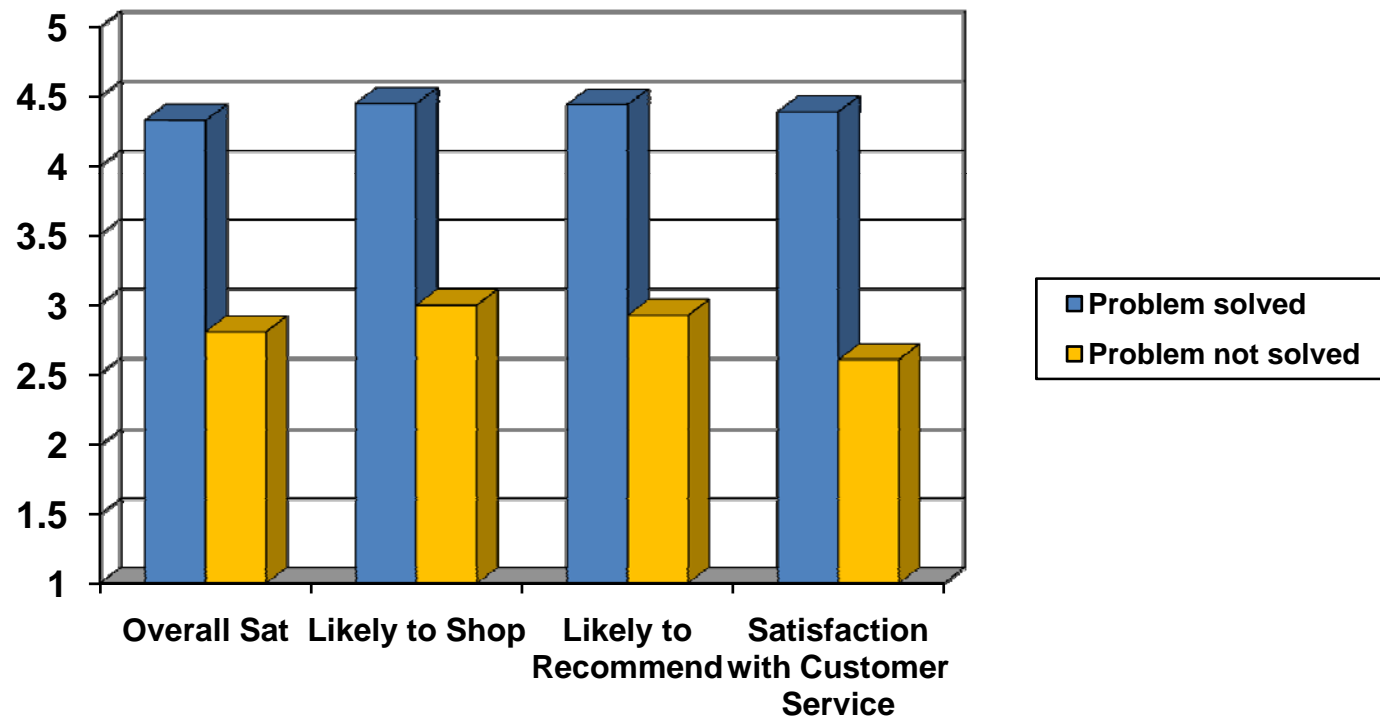
Ratings by Age Group



Graphic Drill-down Charts for Frequency Distributions

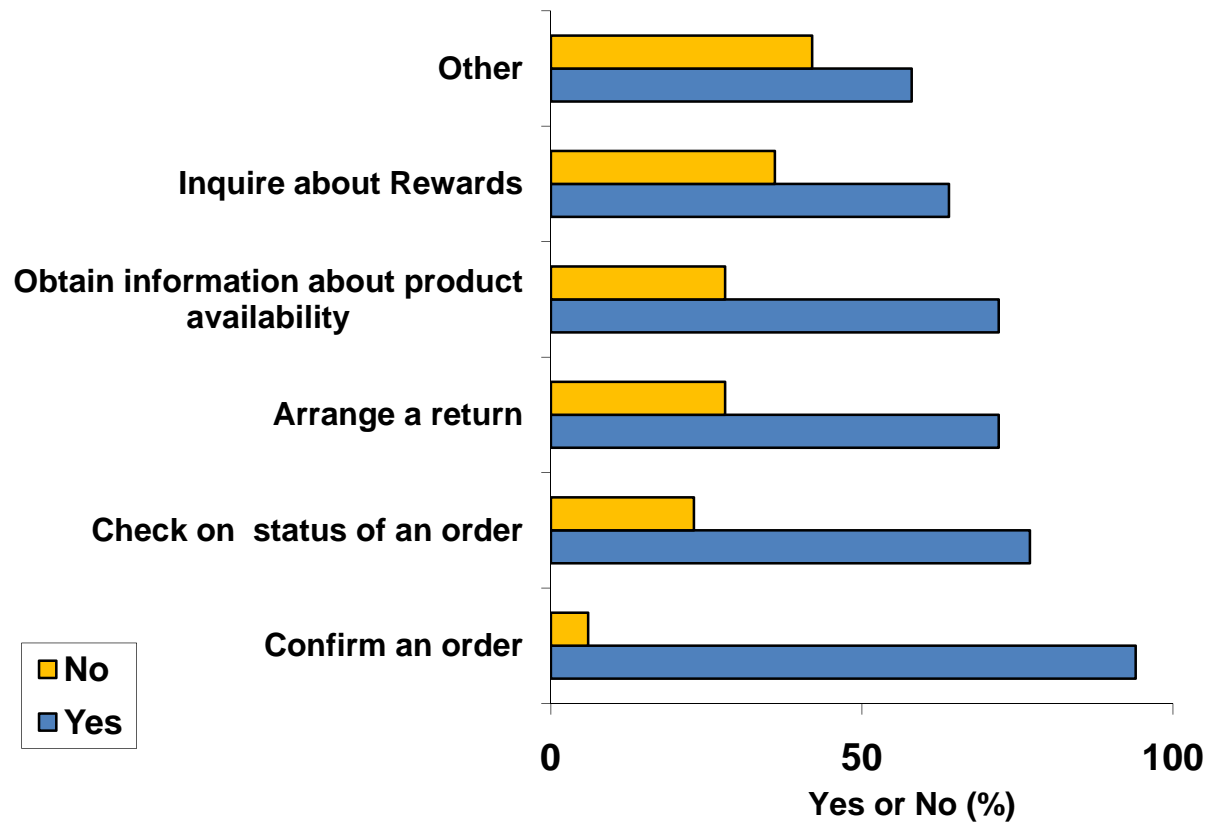


How does Problem Resolution affect Satisfaction, Loyalty, and Advocacy?



Does Problem Resolution vary by Type of Problem? - YES

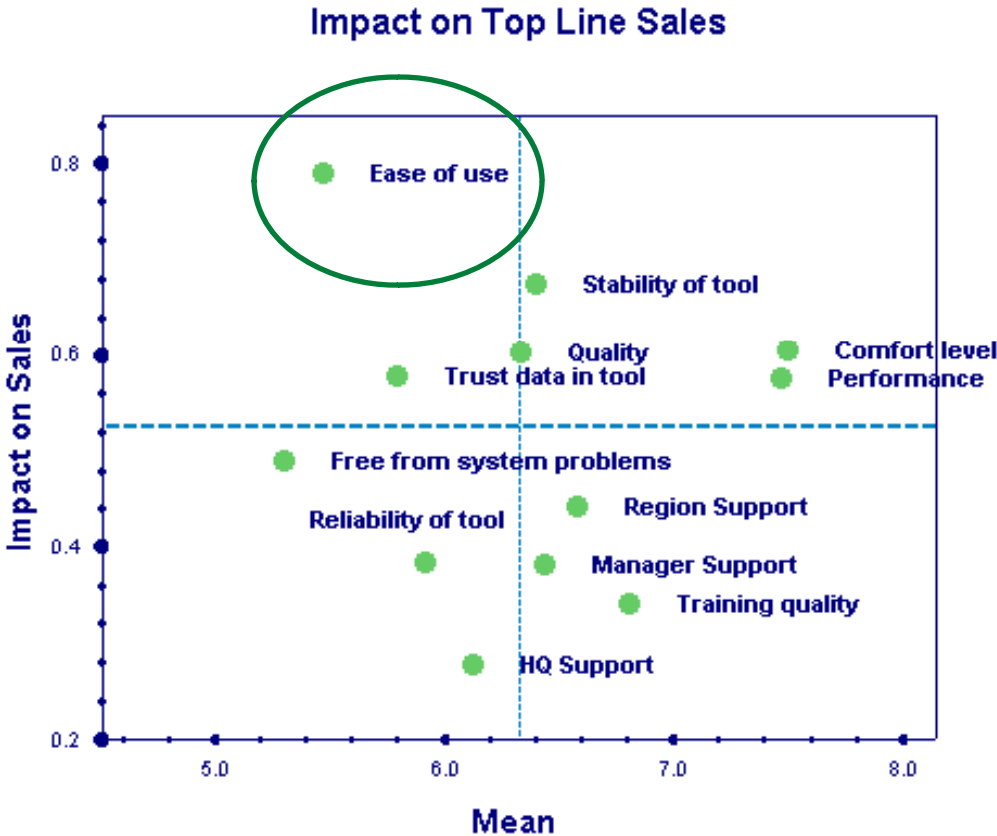
"Was problem resolved?" by Type of Inquiry



Key Drivers Analysis - Model

Relationship between Importance (correlation) and Satisfaction			
Importance	High	<p>Key Weaknesses <i>(High importance, low satisfaction)</i></p> <p><i>Improvements will have high impact on overall satisfaction</i></p>	<p>Key Strengths <i>(High importance, high satisfaction)</i></p> <p><i>Maintain and leverage for continued success</i></p>
	Low	<p>Potential Weaknesses <i>(Low importance, low satisfaction)</i></p> <p><i>Room for improvement but low priority for respondents</i></p>	<p>Potential Advantages <i>(Low importance, high satisfaction)</i></p> <p><i>May help you stand out if competitors are weak on these attributes</i></p>
		Satisfaction: Low	Satisfaction: High

Key Driver Analysis- Sample Chart



These hypothetical results suggest improving Ease of Use, which is highly correlated but has a relatively low satisfaction level, would have greatest impact on Top Line Sales, followed by increased stability of tool, quality, and trust in data. Comfort Level and Performance are also important but are rated relatively high.