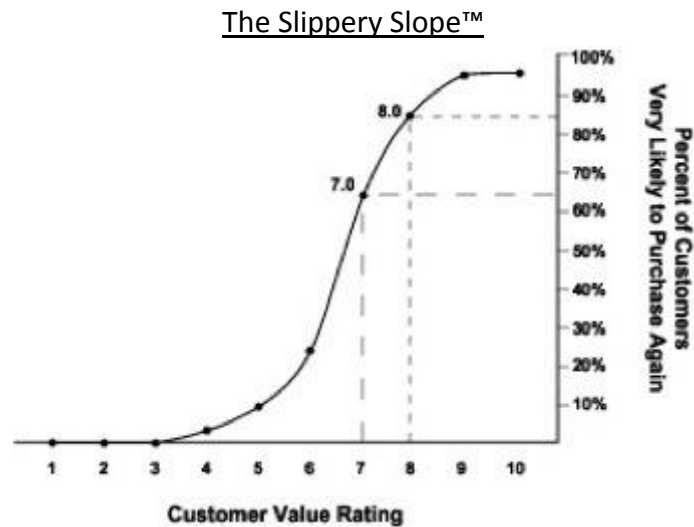


## Tools of Customer Value Management Free Factsheet Series



After survey research into a company's customer base has been done, this tool is designed to give meaning to the overall ratings from customers showing how they relate to predicted customer behavior. It's a simple correlation between overall value ratings and responses to "behavior" questions such as "how likely are you to recommend the company?" or "how likely are you to purchase from the company again?"

Creating a Slippery Slope graph from your own data gives you some insight into what is going on in your customers' minds when they give you a specific rating. In the illustration, a rating of .7 indicates that only two-thirds of the customers who gave you this score say they're very likely to purchase from you again—not all that good.

From Ray's book, "Whenever I've seen this correlation done, it produces a line that drops off quickly as you move from the highest ratings to mid-range ratings, and goes totally flat at the low-end range. That's why I call it the Slippery Slope."