

IDEATION IMPACTS HOLY CROSS

KEY LEARNING: IDEAS CORRELATE TO CUSTOMER SATISFACTION

■ IMPLEMENTED IDEAS
■ NET ROI (\$000)
■ CUST SATIS (1000 = 100%TILE)

CHANGE: ALL IDEAS
SUBMITTED MUST BE
IMPLEMENTED

AWARD
SLUMP!

Aug-93 Sep-93 Oct-93 Nov-93 Dec-93 Jan-94 Feb-94 Mar-94 Apr-94 May-94 Jun-94 Jul-94 Aug-94 Sep-94 Oct-94 Nov-94 Dec-94 Jan-95 Feb-95 Mar-95 Apr-95 May-95 Jun-95 Jul-95 Aug-95 Sep-95 Oct-95 Nov-95 Dec-95 Jan-96

