

THE CEO SCORECARD

| | CEO Scorecard | YES | NO |
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| 1 | Are you the Chief Value Creator | | |
| 2 | Do you balance value creation for the shareholder and value creation for the Customer? | | |
| 3 | Do you balance long term with short term profits | | |
| 4 | Do you know that ROC (Return on Customer) is increased through TOTAL CVM | | |
| 5 | Do you know $ROC = TSV$ (Total Shareholder Value) | | |
| 6 | Do you act as the Chief Customer Officer, or have you appointed one? | | |
| 7 | Is the Customer truly numero uno in your organisation or are you? | | |
| 8 | Do you measure Customer Value Added (Voice of Customer) Do you measure Voice of the Employee and Voice of the Competitor? | | |
| 9 | Do you price using Customer Value Added and Value Maps | | |
| 10 | Do you have a Customer Value Added and a Customer reporting system that you receive at the same time as your financial and other reports? | | |
| 11 | Do your executives have a well thought out Customer role in addition to their functional goals? | | |
| 12 | Do your executives have one or two Customer related goals in their key performance goals? | | |
| 13 | Are you building Customer conduits? | | |
| 14 | Are bonuses driven from Customer results? | | |
| 15 | Do you have a Customer strategy (not just a corporate strategy)? | | |
| 16 | Do you promote the concept of farming and hunting? Of Customer delight? | | |

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| 17 | Is the Customer DNA (Do Not Annoy) an employee mantra | | |
| 18 | Do you measure Customer assets? Are these growing? | | |
| 19 | Do you measure Customer lifetime value? | | |
| 20 | Who are your most valuable Customers? Are you pruning unprofitable Customers? | | |
| 21 | Do you measure your share of the Customer wallet? | | |
| 22 | Are you setting up Customer Centric Circles? | | |
| 23 | Are you easily contactable by the Customer? | | |
| 24 | Do you have an Employee Value added program? | | |
| 25 | Do you think the purpose of a call centre is to self-destruct (that is not exist if there are no problems or in effect you are solving the Customers problems systemically, so that there is no need for the Customer to call) as opposed to using call centres as a way to touch the Customer? | | |
| 26 | Do you get a Customer complaint sheet and action taken list? | | |
| 27 | Do you receive Customer complaints calls personally at least once or twice a week? | | |
| 28 | Do you spend time listening to Customers at a Call centre? | | |
| 29 | Do you typically try to spend one day a week with Customers? | | |
| 30 | Do you stand behind the Customer's Bill of Rights | | |
| 31 | Are you prepared for the Customer's to certify your company? | | |