Fig. 1

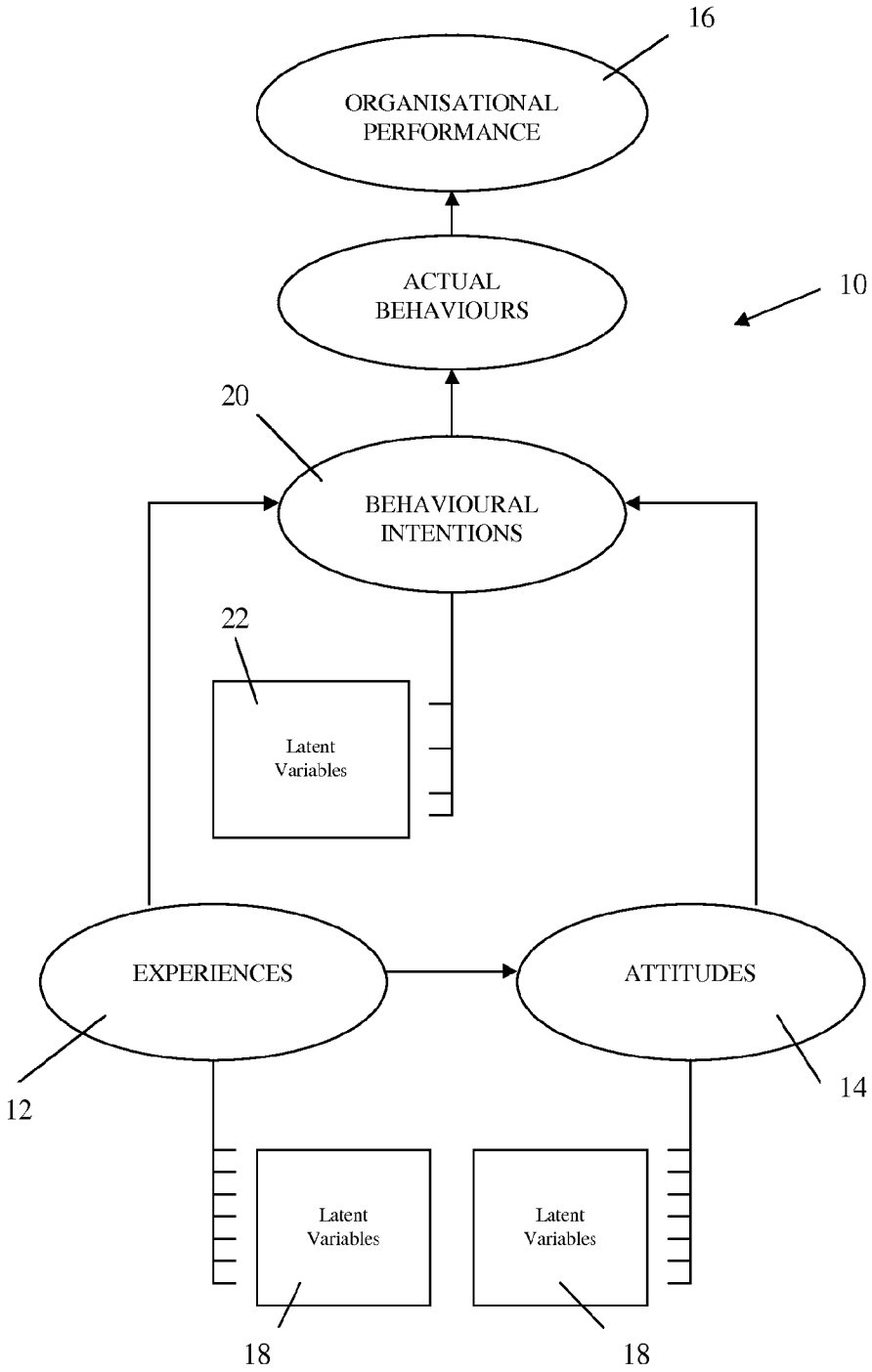

16
ORGANISATIONAL PERFORMANCE
ACTUAL BEHAVIOURS
10
20
BEHAVIOURAL INTENTIONS
22
Latent Variables
EXPERIENCES
ATTITUDES
12
14
Latent Variables
Latent Variables
18
18

Fig. 2

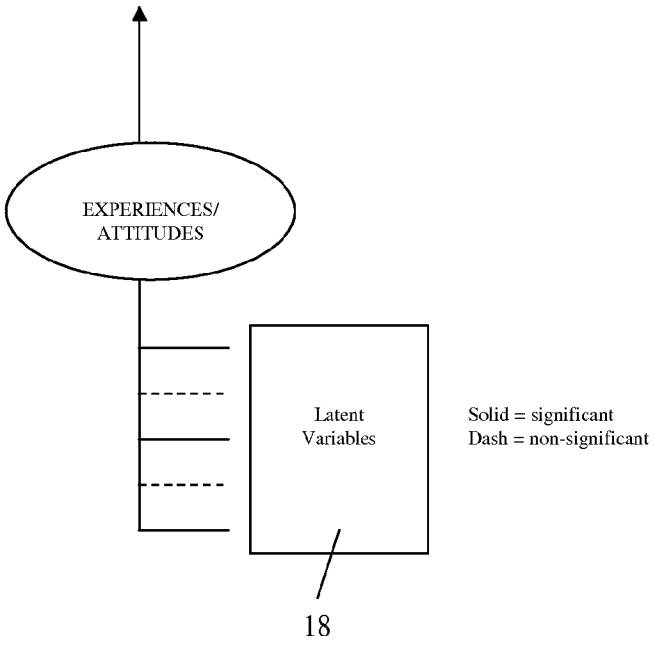

EXPERIENCES/
ATTITUDES
Latent
Variables
Solid = significant
Dash = non-significant
18

Fig. 3a

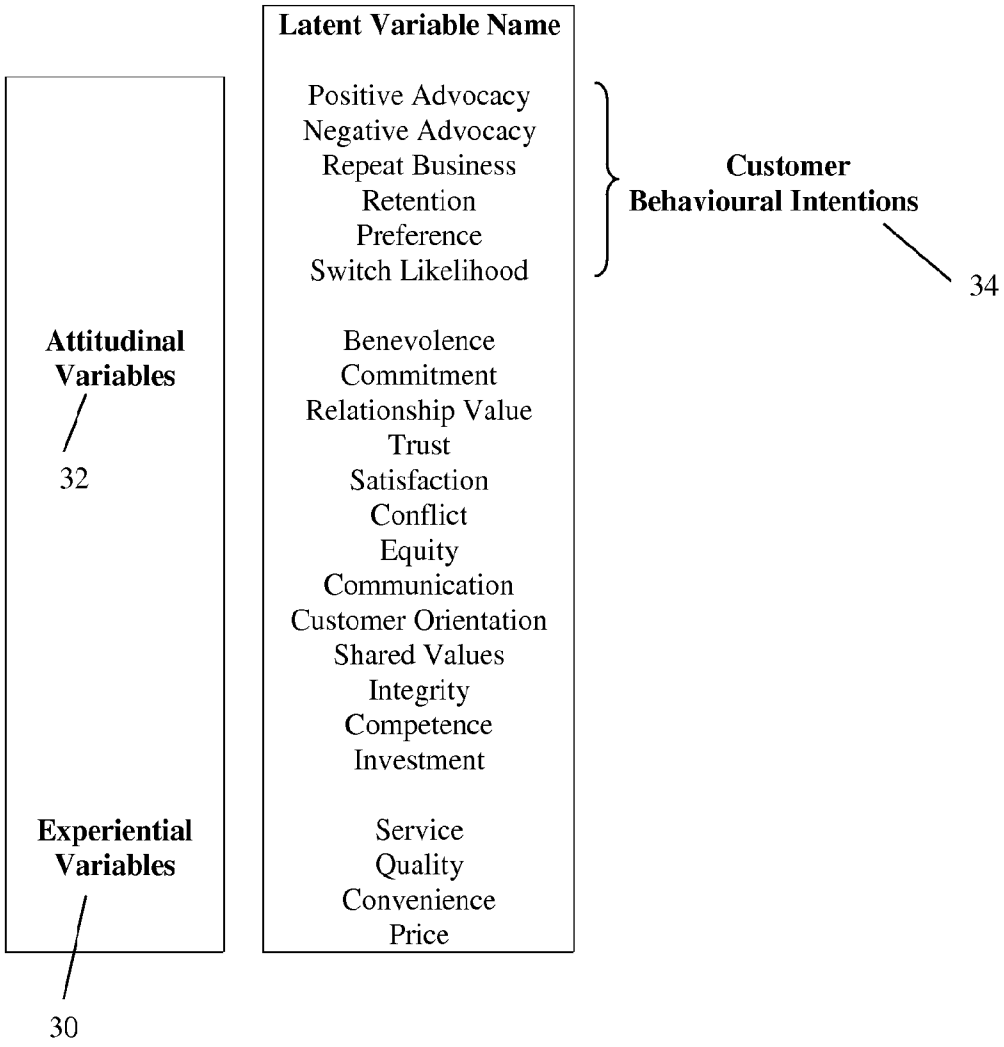

Latent Variable Name
Positive Advocacy
Negative Advocacy
Repeat Business
Retention
Preference
Switch Likelihood
Customer Behavioural Intentions
34
Attitudinal Variables
32
Benevolence
Commitment
Relationship Value
Trust
Satisfaction
Conflict
Equity
Communication
Customer Orientation
Shared Values
Integrity
Competence
Investment
Experiential Variables
Service
Quality
Convenience
Price
30

Fig. 3b

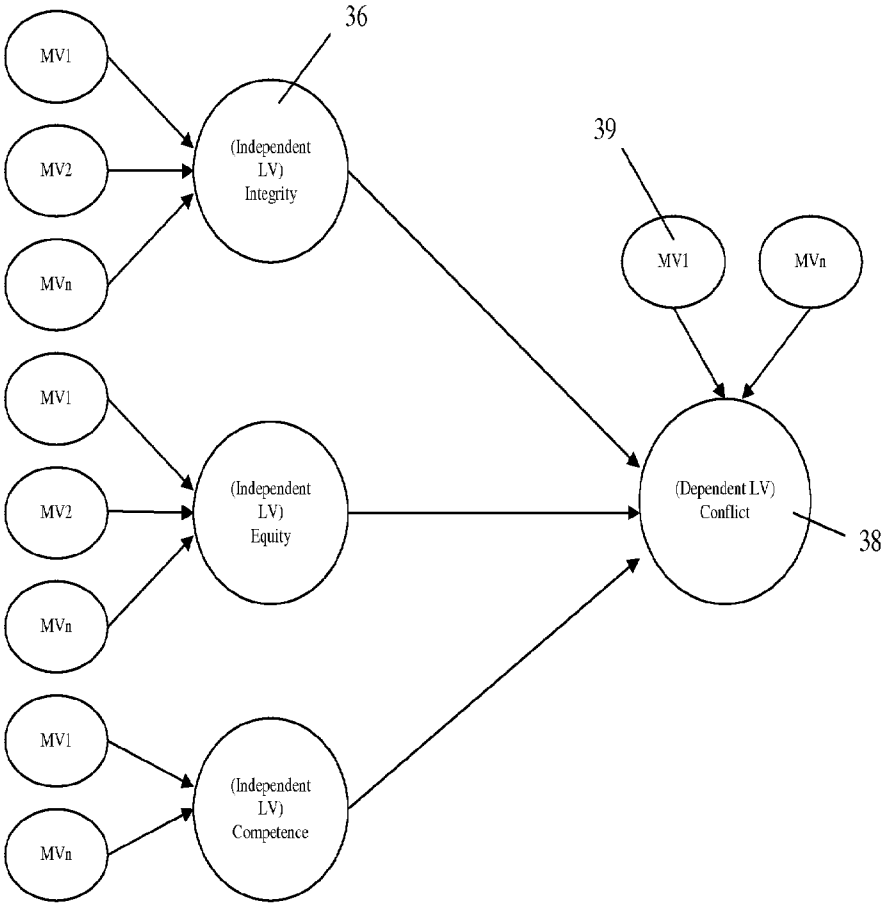

36
MV1
MV2
MVn
(Independent LV) Integrity
39
MV1
MVn
MV1
MV2
MVn
(Independent LV) Equity
(Dependent LV) Conflict
38
MV1
MVn
(Independent LV) Competence
MV = Manifest Variable
LV = Latent Variable

Fig. 4

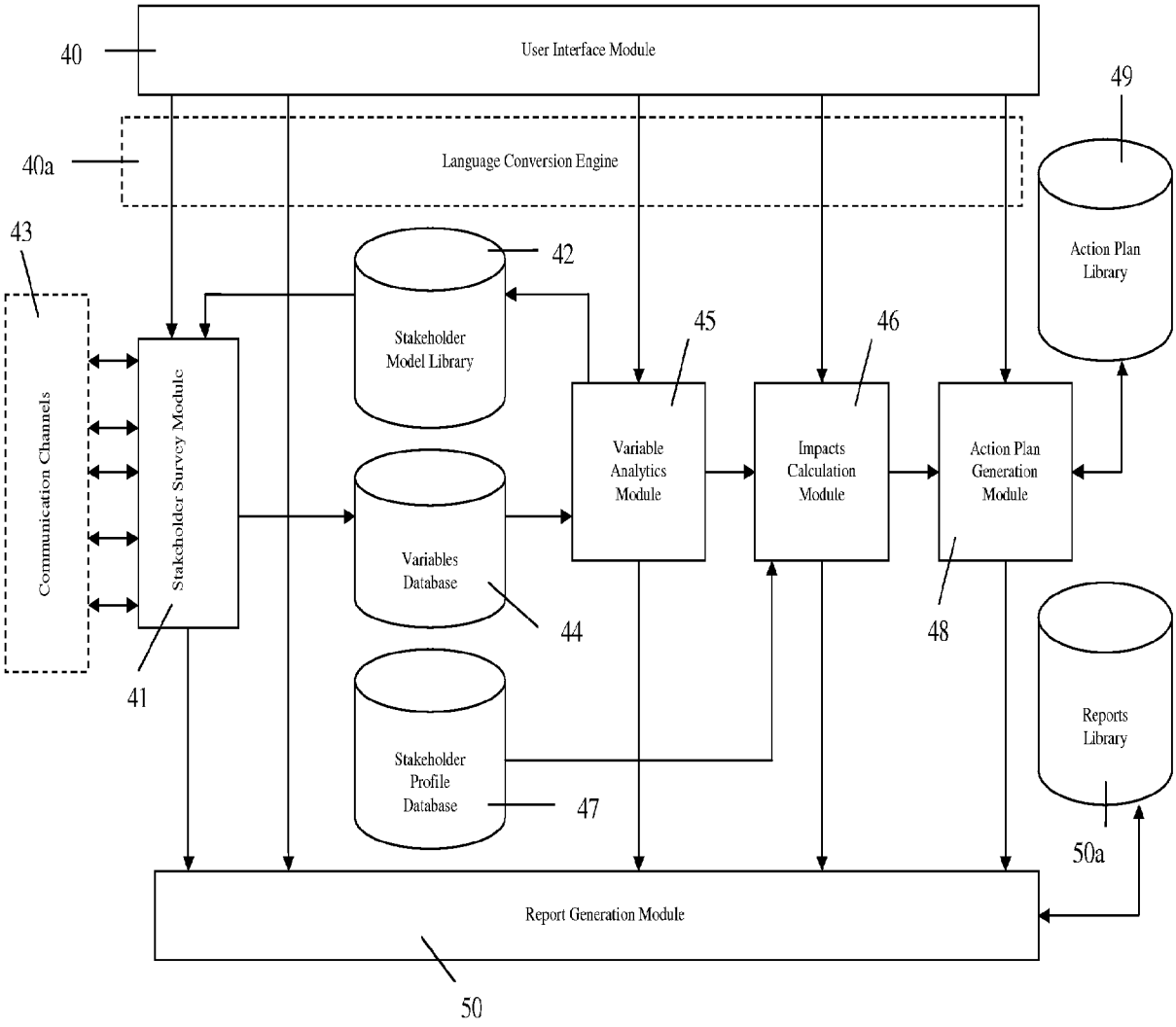

40
User Interface Module
49
40a
Language Conversion Engine
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Action Plan Library
Stakeholder Model Library
45
46
Communication Channels
Stakeholder Survey Module
Variable Analytics Module
Impacts Calculation Module
Action Plan Generation Module
Variables Database
44
48
41
Reports Library
Stakeholder Profile Database
47
50a
Report Generation Module
50

Fig. 5a

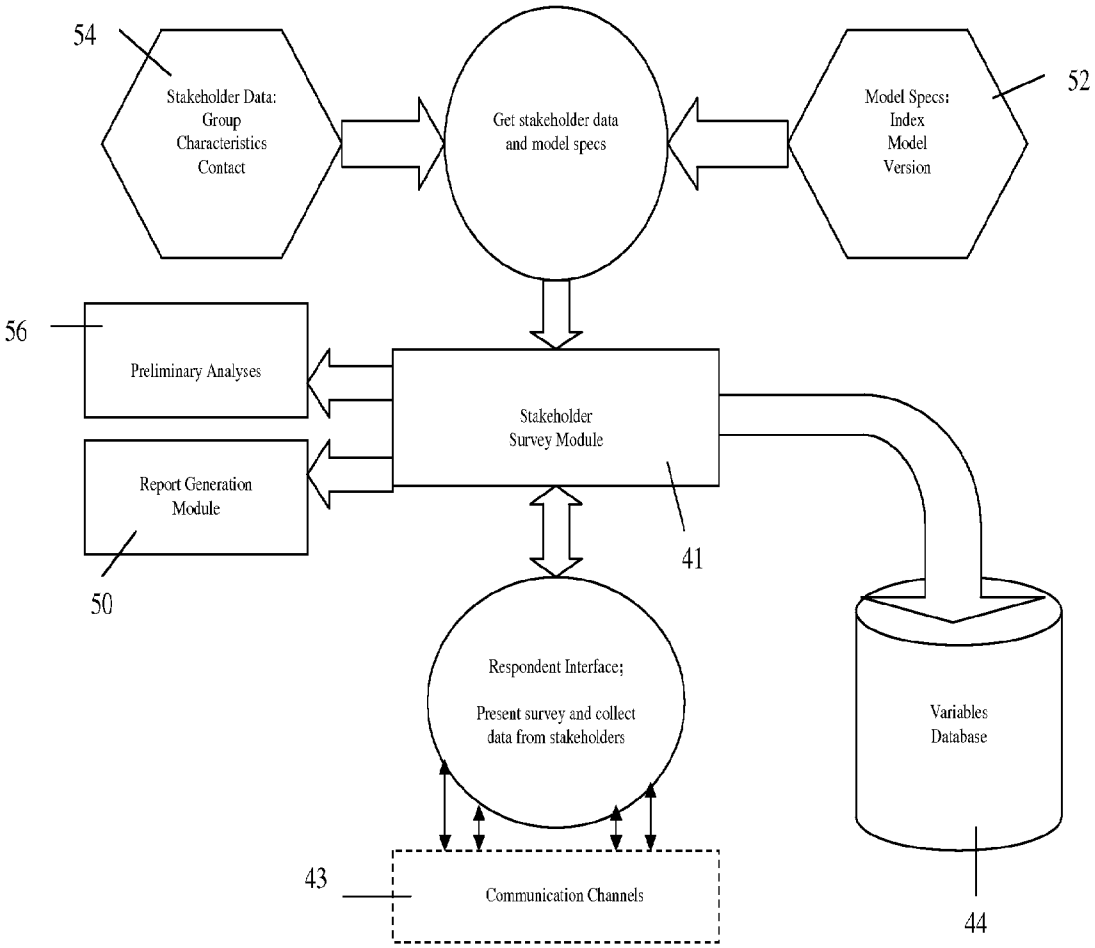

54
Stakeholder Data:
Group
Characteristics
Contact
Get stakeholder data
and model specs
Model Specs:
Index
Model
Version
52
56
Preliminary Analyses
Report Generation
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50
Stakeholder
Survey Module
41
Respondent Interface:
Present survey and collect
data from stakeholders
Variables
Database
43
Communication Channels
44

Fig. 5b

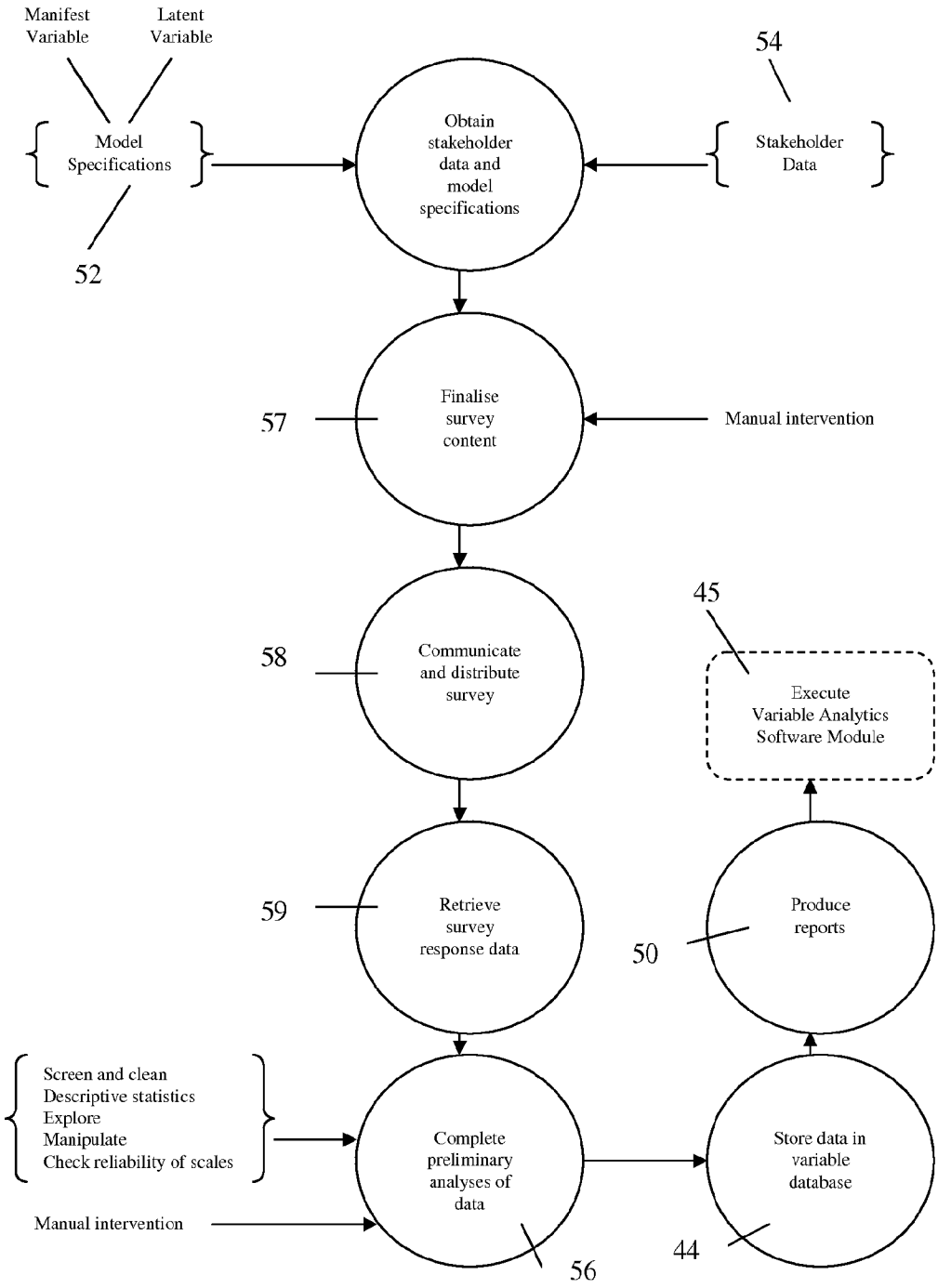

Manifest Variable
Latent Variable
Model Specifications
52
Obtain stakeholder data and model specifications
54
Stakeholder Data
57
Finalise survey content
Manual intervention
58
Communicate and distribute survey
45
Execute Variable Analytics Software Module
59
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50
Produce reports
Screen and clean
Descriptive statistics
Explore
Manipulate
Check reliability of scales
Manual intervention
Complete preliminary analyses of data
56
Store data in variable database
44

Fig. 6a

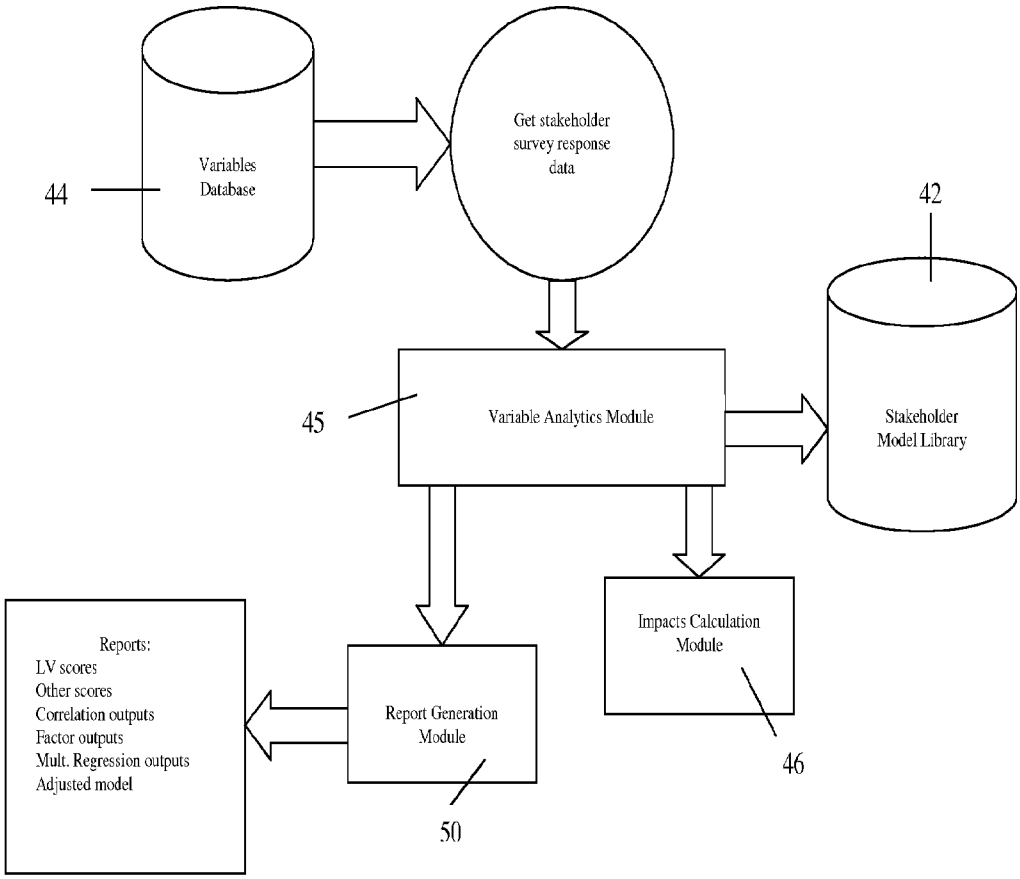

Variables Database
44
Get stakeholder survey response data
42
Stakeholder Model Library
45
Variable Analytics Module
Impacts Calculation Module
46
Report Generation Module
50
Reports:
LV scores
Other scores
Correlation outputs
Factor outputs
Mult. Regression outputs
Adjusted model

Fig. 6b

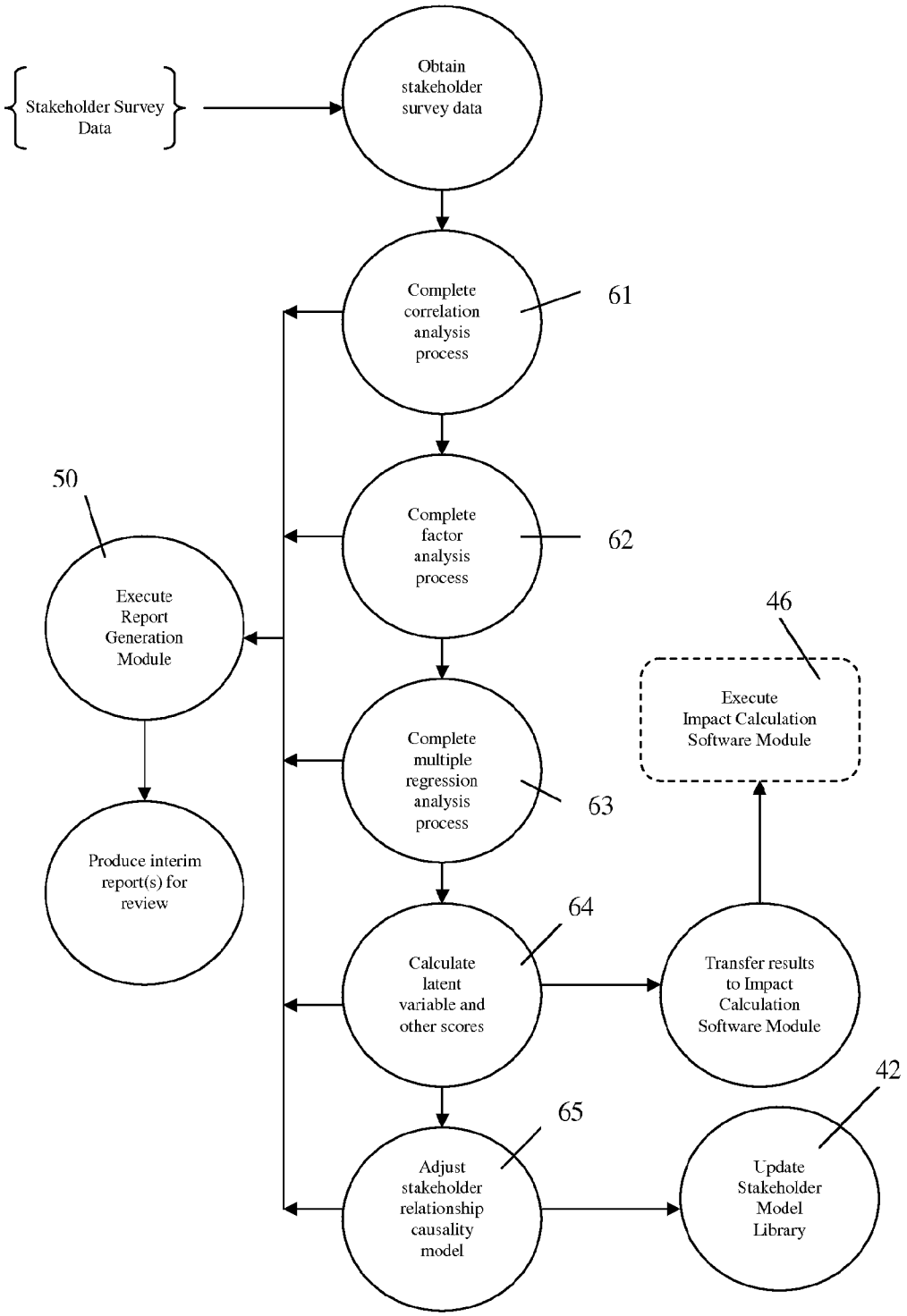

Stakeholder Survey Data
Obtain stakeholder survey data
Complete correlation analysis process
61
Complete factor analysis process
62
Complete multiple regression analysis process
63
Calculate latent variable and other scores
64
Adjust stakeholder relationship causality model
65
50
Execute Report Generation Module
Produce interim report(s) for review
46
Execute Impact Calculation Software Module
Transfer results to Impact Calculation Software Module
42
Update Stakeholder Model Library

Fig. 7a

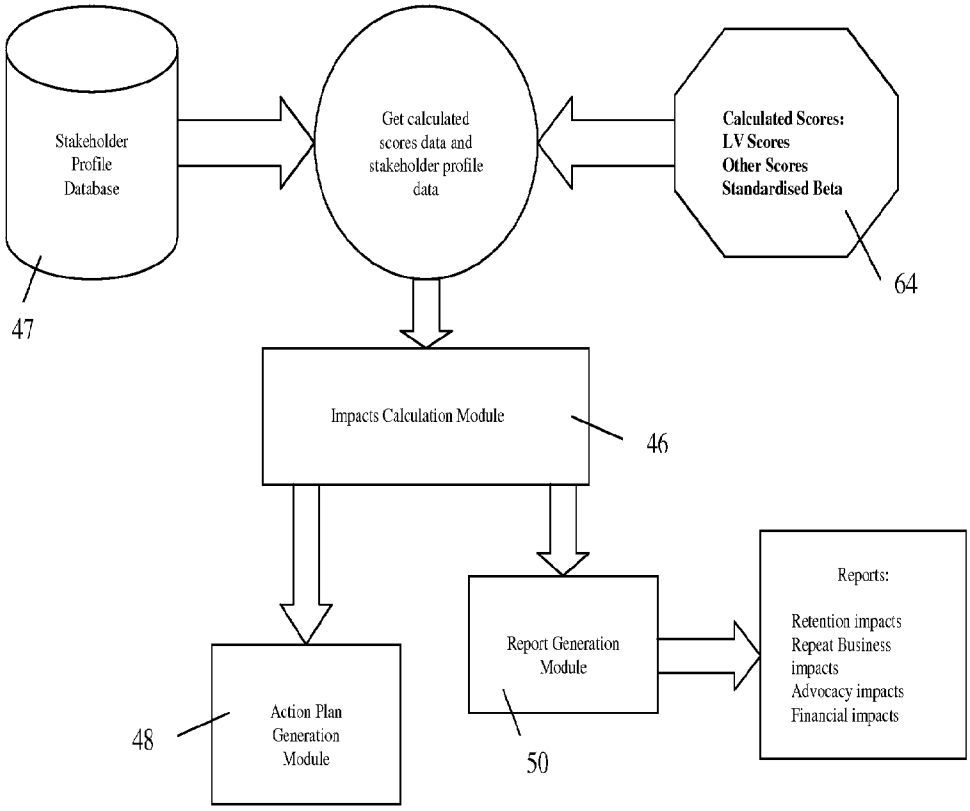

Stakeholder Profile Database
47
Get calculated scores data and stakeholder profile data
Calculated Scores:
LV Scores
Other Scores
Standardised Beta
64
Impacts Calculation Module
46
Action Plan Generation Module
48
Report Generation Module
50
Reports:
Retention impacts
Repeat Business impacts
Advocacy impacts
Financial impacts

Fig. 7b

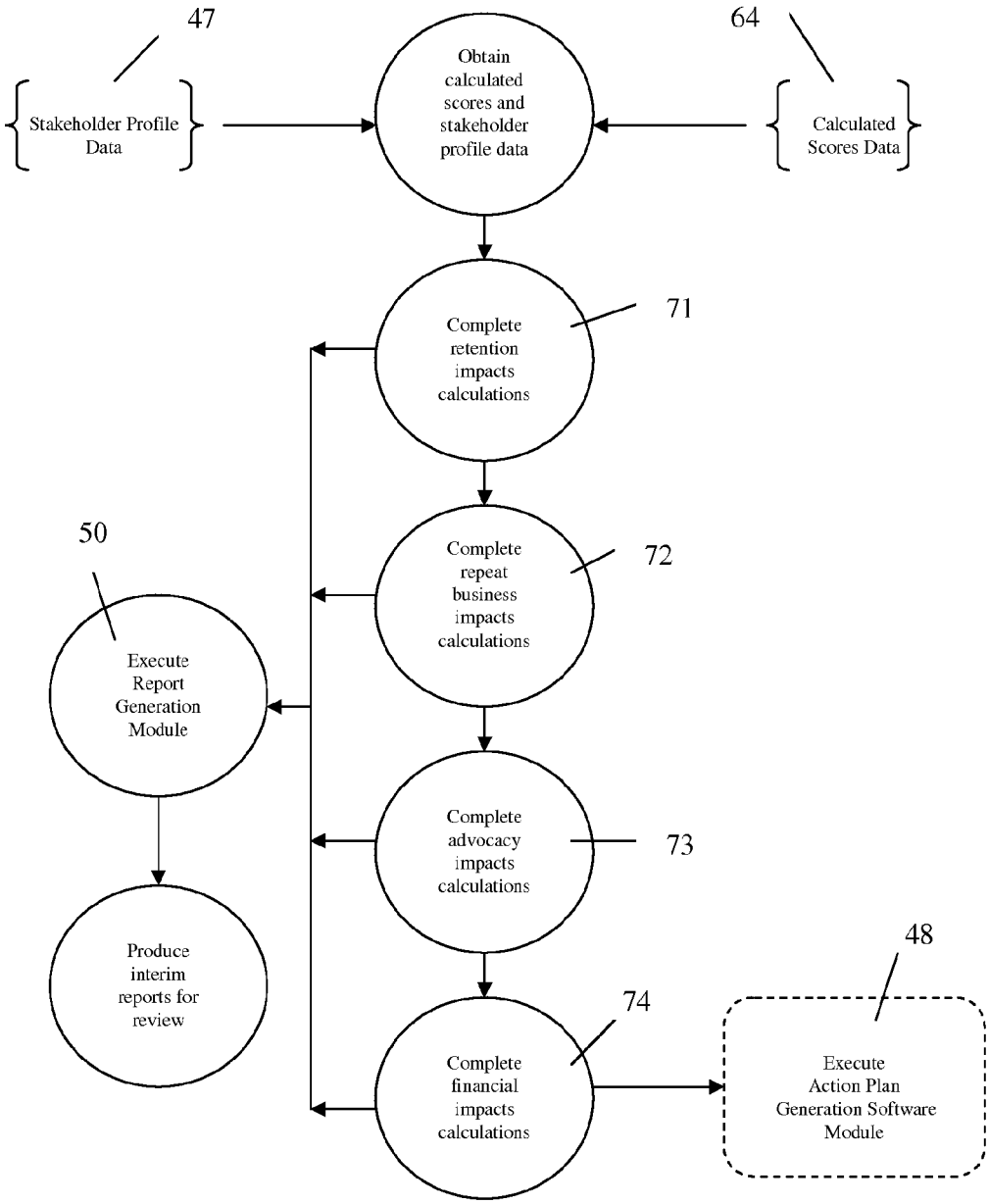

47
Stakeholder Profile Data
Obtain calculated scores and stakeholder profile data
64
Calculated Scores Data
Complete retention impacts calculations
71
Complete repeat business impacts calculations
72
Complete advocacy impacts calculations
73
Complete financial impacts calculations
74
50
Execute Report Generation Module
Produce interim reports for review
48
Execute Action Plan Generation Software Module

Fig. 8a

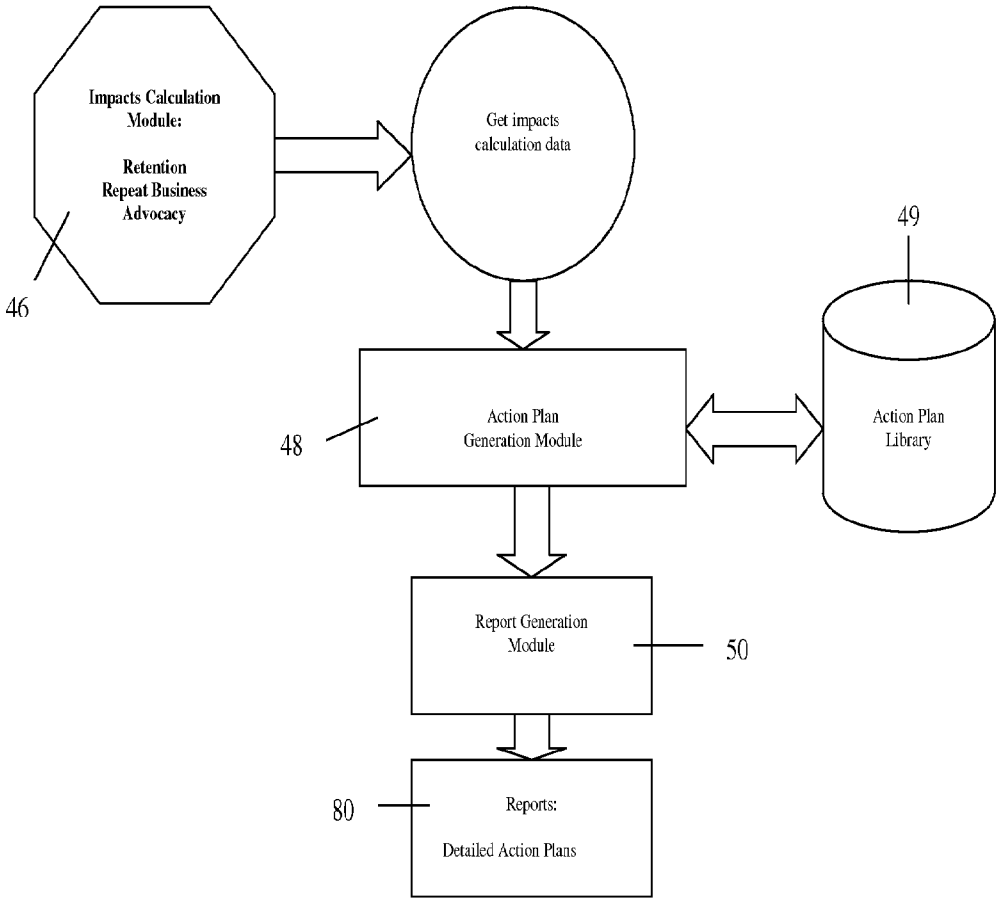

Impacts Calculation Module:
Retention
Repeat Business
Advocacy
46
Get impacts calculation data
49
Action Plan Generation Module
48
Action Plan Library
Report Generation Module
50
Reports:
Detailed Action Plans
80

Fig. 8b

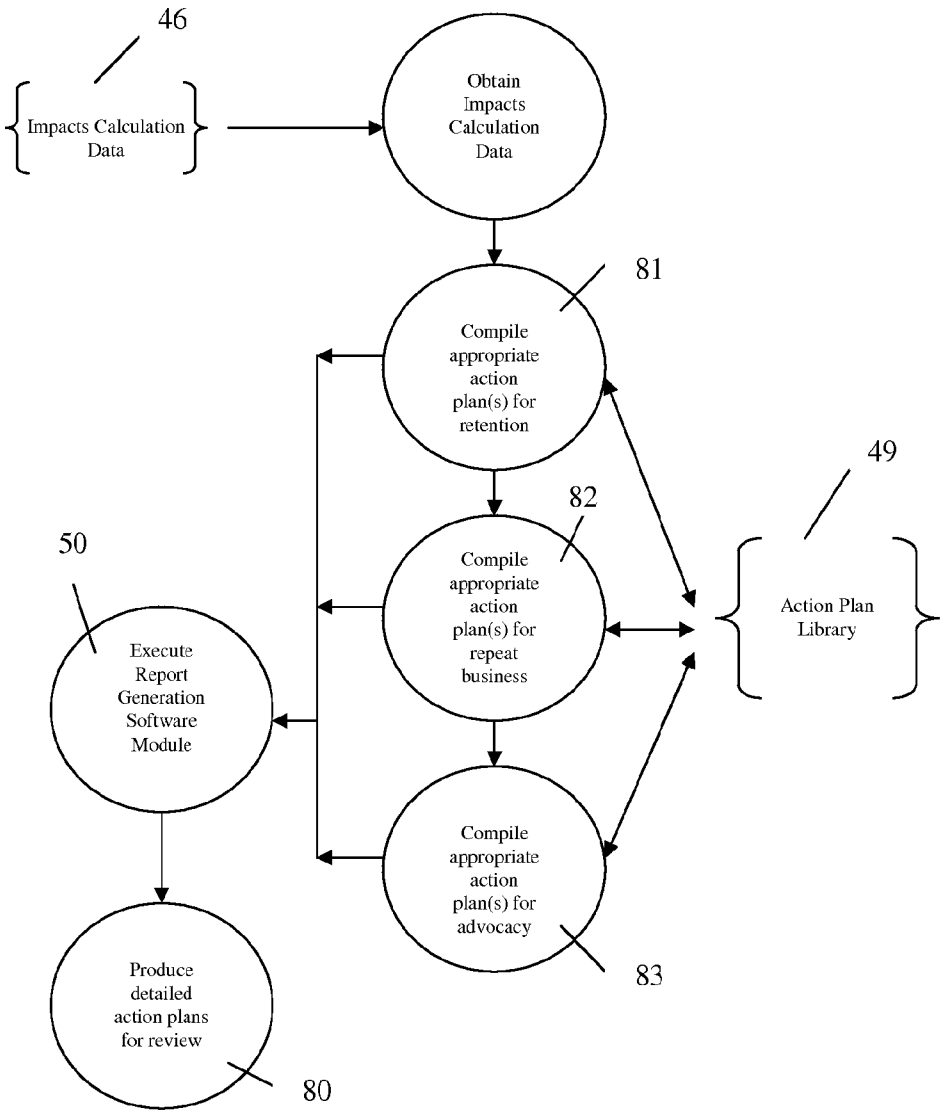

46
Impacts Calculation Data
Obtain Impacts Calculation Data
81
Compile appropriate action plan(s) for retention
82
Compile appropriate action plan(s) for repeat business
Compile appropriate action plan(s) for advocacy
83
49
Action Plan Library
50
Execute Report Generation Software Module
Produce detailed action plans for review
80

Fig. 9a

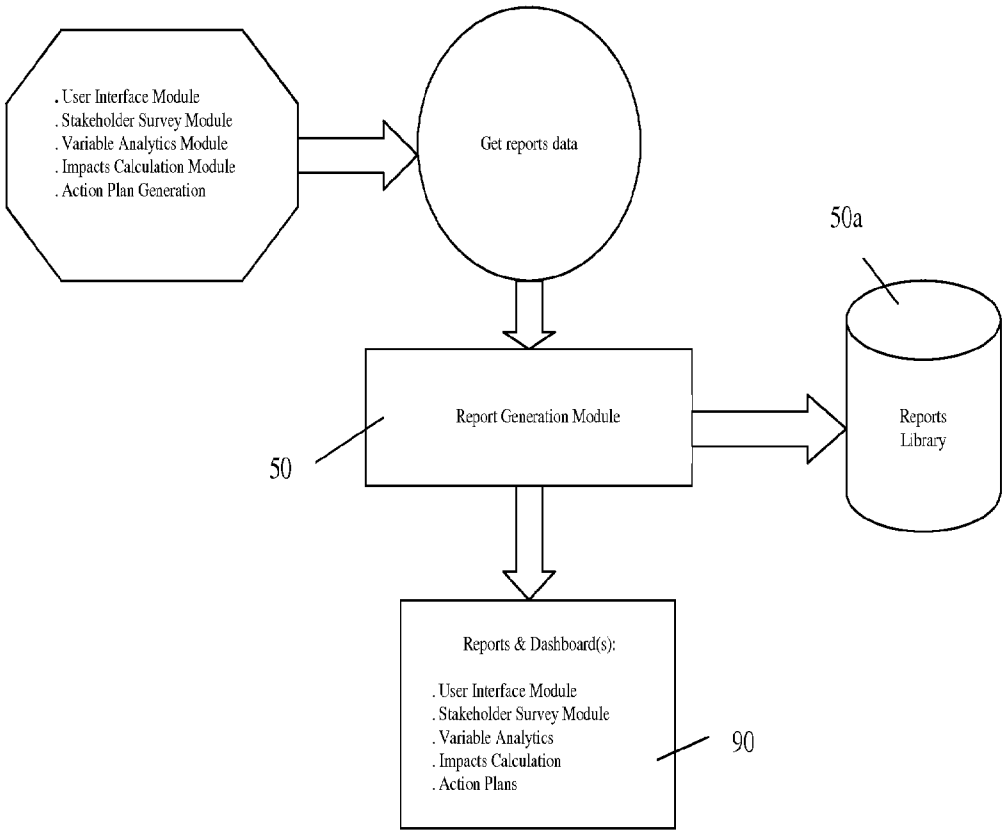

. User Interface Module
. Stakeholder Survey Module
. Variable Analytics Module
. Impacts Calculation Module
. Action Plan Generation
Get reports data
50a
Report Generation Module
50
Reports
Library
Reports & Dashboard(s):
. User Interface Module
. Stakeholder Survey Module
. Variable Analytics
. Impacts Calculation
. Action Plans
90

Fig. 9b

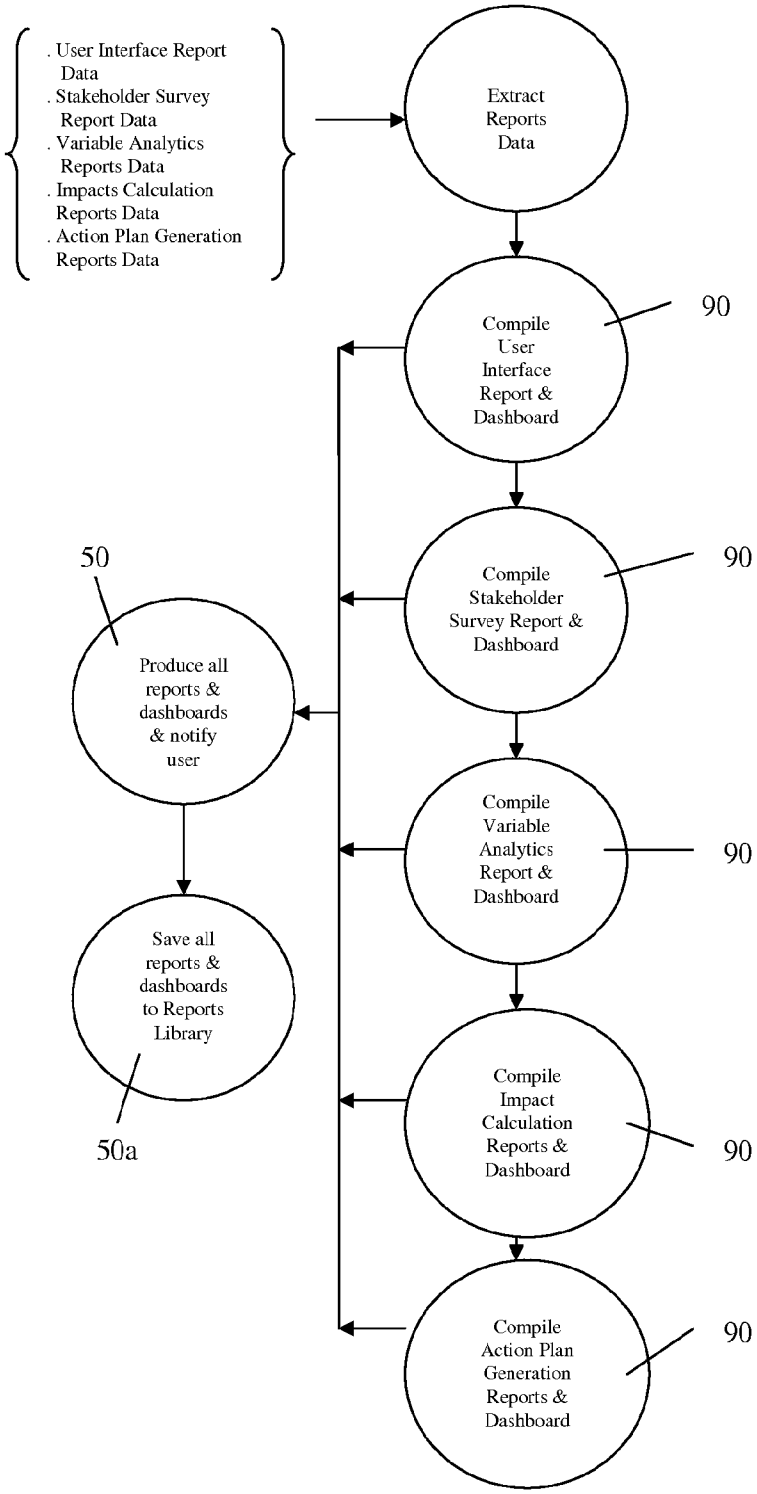

. User Interface Report Data
. Stakeholder Survey Report Data
. Variable Analytics Reports Data
. Impacts Calculation Reports Data
. Action Plan Generation Reports Data
Extract Reports Data
Compile User Interface Report & Dashboard
90
Compile Stakeholder Survey Report & Dashboard
90
Compile Variable Analytics Report & Dashboard
90
Compile Impact Calculation Reports & Dashboard
90
Compile Action Plan Generation Reports & Dashboard
90
50
Produce all reports & dashboards & notify user
Save all reports & dashboards to Reports Library
50a

Fig. 10

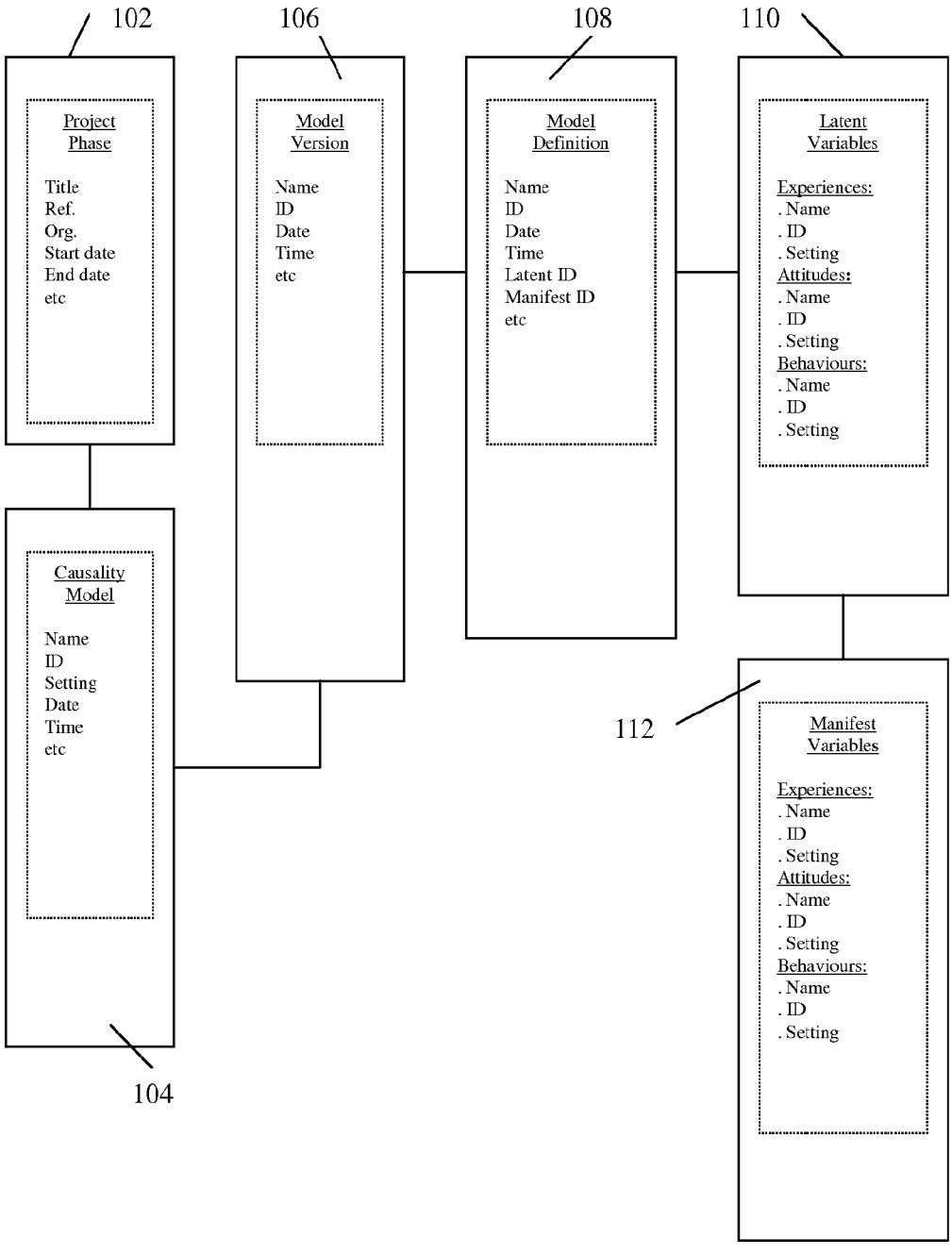

102
106
108
110
Project Phase
Title
Ref.
Org.
Start date
End date
etc
Model Version
Name
ID
Date
Time
etc
Model Definition
Name
ID
Date
Time
Latent ID
Manifest ID
etc
Latent Variables
Experiences:
. Name
. ID
. Setting
Attitudes:
. Name
. ID
. Setting
Behaviours:
. Name
. ID
. Setting
Causality Model
Name
ID
Setting
Date
Time
etc
104
112
Manifest Variables
Experiences:
. Name
. ID
. Setting
Attitudes:
. Name
. ID
. Setting
Behaviours:
. Name
. ID
. Setting

Fig. 11

Variable Analytics Module 10.38am 19/04/2009 45

Project	**Causality Model**	
Retail Banking	Mortgages	104 106
21009	RB_Mort001	
XYZ Bank	21/09/2008	
06/08/2009 102	ModVers_003a	Moddef_0002 120

Coefficients	Unstandardised		Standardised	t	Sig.
	B	Std. Error	Beta		
Advocacy	0.241	0.009	0.513	26.671	0.000
Satisfaction	0.296	0.016	0.309	18.029	0.000
Benevolence	-0.033	0.010	0.060	-3.456	0.001
Commitment	0.047	0.015	0.046	3.074	0.002
Conflict	0.063	0.013	-0.036	4.771	0.000

	Descriptive Statistics				
		Mean	**% Score**	**Std. Dev.**	**N**
DV	Retention	4.93	70.43	1.561	2,890
IV	Advocacy	4.62	66.00	1.660	2,890
IV	Satisfaction	5.12	73.14	1.626	2,890
IV	Conflict	2.68	38.29	1.718	2,890
IV	Commitment	4.39	62.71	1.538	2,890
IV	Benevolence	4.28	61.14	1.480	2,890

Correlations						
	Retent	Advoc	Satisfac	Confl	Commit	Benevol
Retention	1.000	0.857	0.815	-0.414	0.683	0.587
Advocacy	0.857	1.000	0.832	-0.397	0.761	0.632
Satisfaction	0.815	0.832	1.000	-0.503	0.643	0.540
Conflict	-0.414	-0.397	-0.503	1.000	-0.225	-0.143
Commitment	0.683	0.761	0.643	-0.225	1.000	0.676
Benevolence	0.587	0.632	0.540	-0.143	0.676	1.000

Model Summary			
	R	**R^2**	**Adjusted R^2**
	0.879	0.773	0.773

130

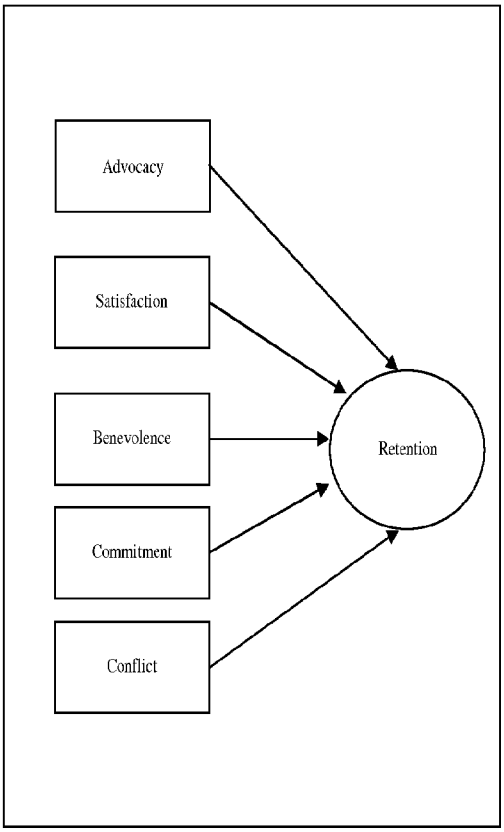


Fig. 12

Impacts Calculation Module 10.39am 19/04/2009 — 46

Project	**Causality Model**	**Impact Calculation**
Retail Banking	Mortgages	Retention - CLTV (Customer Life Time Value)
21009	RB_Mort001 — 104	
XYZ Bank 102	21/09/2008	
06/08/2009	ModVers_003a Moddef_0002	

Variable Analytics Module:

Standardised Beta Scores:		**Impact on Retention if Beta Score increased/reduced by 1 unit:**		**To Increase Retention by: 1%**	**5%**	**10%**
Advocacy	0.513	51.3%	Increase this variable by:	0.02 unit	0.1 unit	0.2 unit
Satisfaction	0.309	30.9%		0.04 unit	0.2 unit	0.3 unit
Benevolence	0.060 — 120	6.0%		0.18 unit	0.9 unit	1.7 units
Commitment	0.046	4.4%		0.25 unit	1.2 units	2.3 units
Conflict	-0.036	-3.4%	Reduce this variable by:	-0.29 unit	-1.5 units	-2.9 units

Customer Life Time Value: — 140

Total number of customers	100,000	100,000	100,000	100,000
Current annual customer retention rate	85%	85%	85%	85%
New customer acquisition cost	$500	$500	$500	$500
Gross Margin generated Year 1 (per customer)	$350	$350	$350	$350
Gross Margin growth each year	5%	5%	5%	5%
Number of years each customer retained	7	7	7	7
Discount Rate	15%	15%	15%	15%
Target annual customer retention rate	85%	86%	90%	95%

142

Current CLTV (per customer) = $638	**Predicted CLTV (per customer) =**	**$670 (+5%)**	**$814 (+28%)**	**$1,031 (+62%)**
Current CLTV (customer base) = $63,800,000	**Predicted CLTV (customer base) =**	**$67,000,000**	**$ 81,400,000**	**$103,100,000**

Impact Summary: — 144

To increase annual customer retention rate by 10% and increase predicted CLTV by 62%:

. Increase these variables:
  Advocacy by 0.2 unit; or
  Satisfaction by 0.3 unit; or
  Benevolence by 1.7 units; or
  Commitment by 2.3 units; or
. Reduce this variable:
  Conflict by 2.9 units