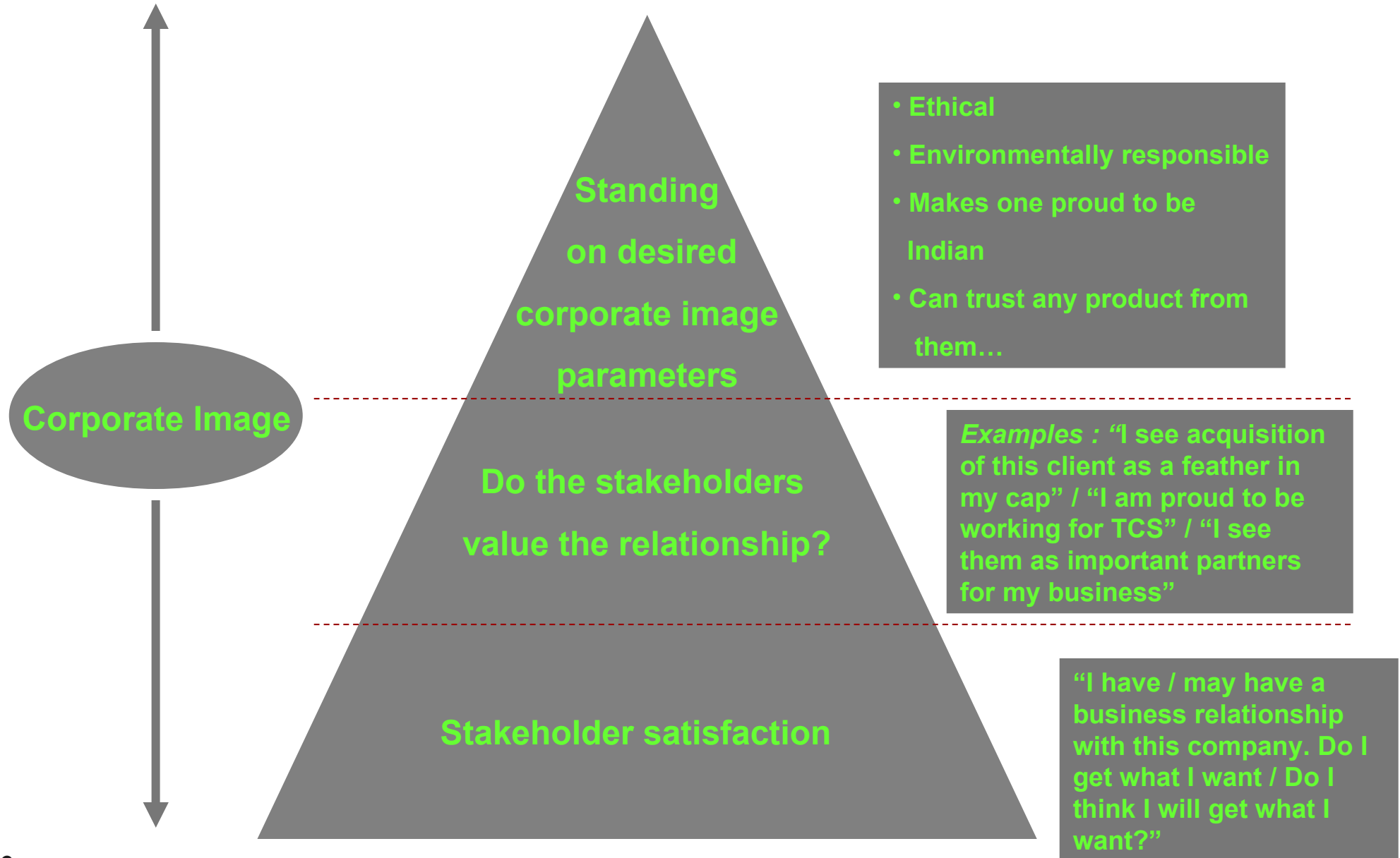


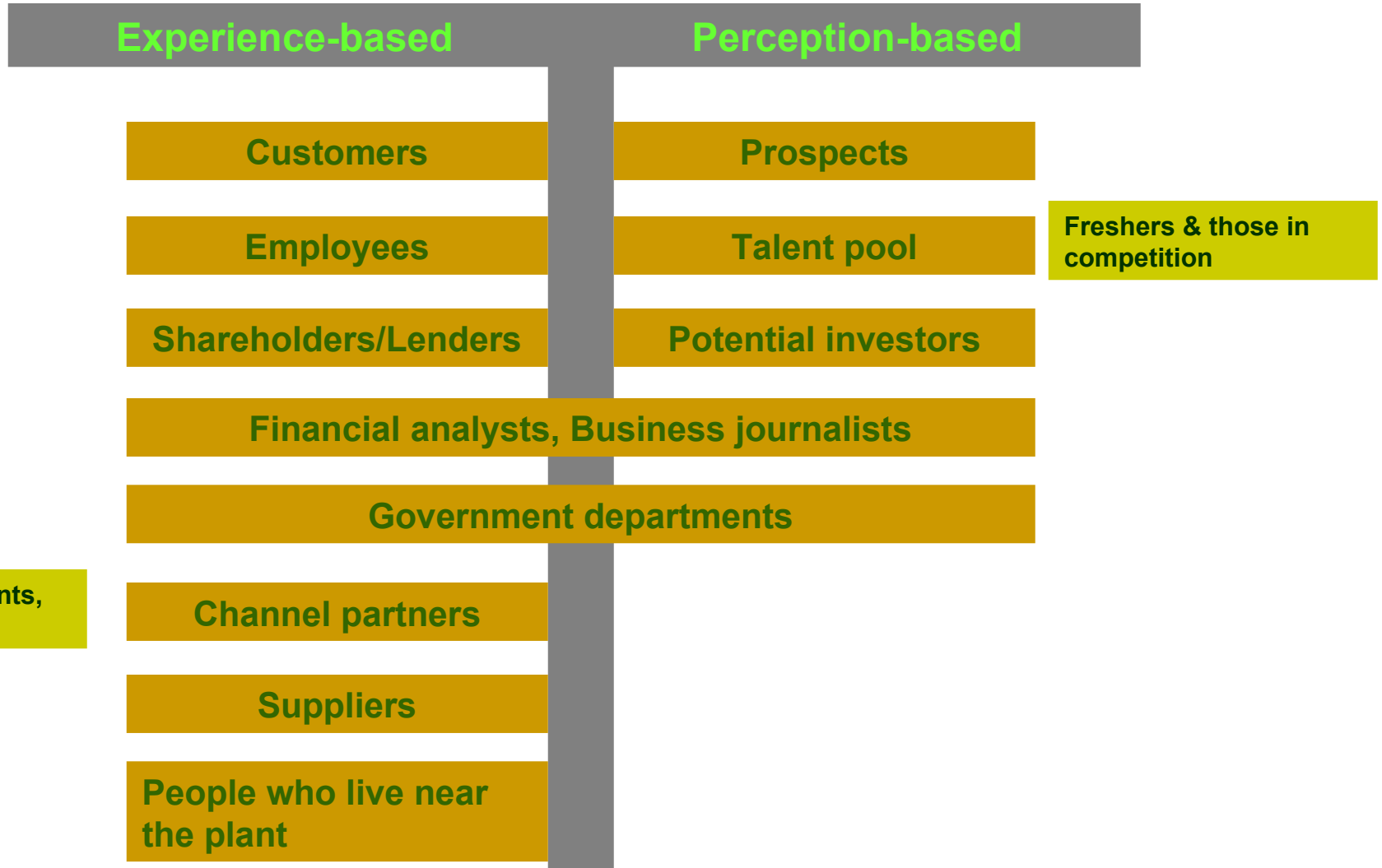
C Vision

- *For Corporate Image* -

The conceptual framework



Typical set of stakeholders



Includes consultants, auditors etc.

C Vision components..1

Expectations

- features expected
- level of performance expected

Experience

- Performance, hence
- level of satisfaction
- loyalty
- advocacy
- lack of price sensitivity

**Stakeholder
satisfaction
(SS)**

Can pick up scores from

- customer satisfaction
- employee satisfaction
- brand health studies
if already done

(Given as an index out of
100)

C Vision components..2

“I am proud to be associated with this company”

“I see this company as an important associate / partner”

“It is important to me that my association with this company continues”



Strength of relationship (SOR)

(Given as an agreement score out of 100)

C Vision components..3

Image parameters...(samples)

Most respected company
/ corporate entity

Ethical in all business
practices

Global leader

Dynamic / innovative

Technology leader

Makes one proud to be
Indian

Can trust any product /
service from this
company

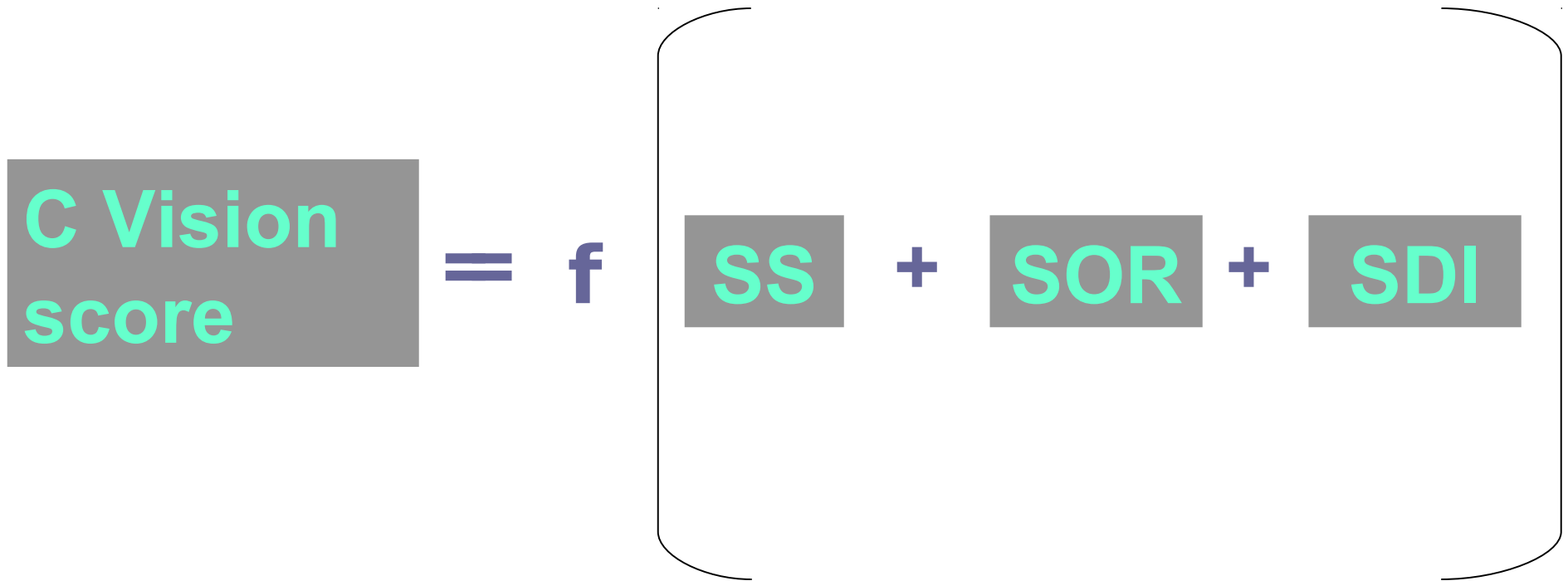


**Standing on
Desired
Image
Parameters
(SDI)**

....to be
customised

(Given as an association
score out of 100)

C Vision components..4



. Each index is out of 100

- No black box; total index is mathematical average of individual indices
- These in turn are averages of loyalty, advocacy etc.
- C Vision score attached to each respondent, so cross-tabs can be carried out, as in the example in the next slide

A sample output

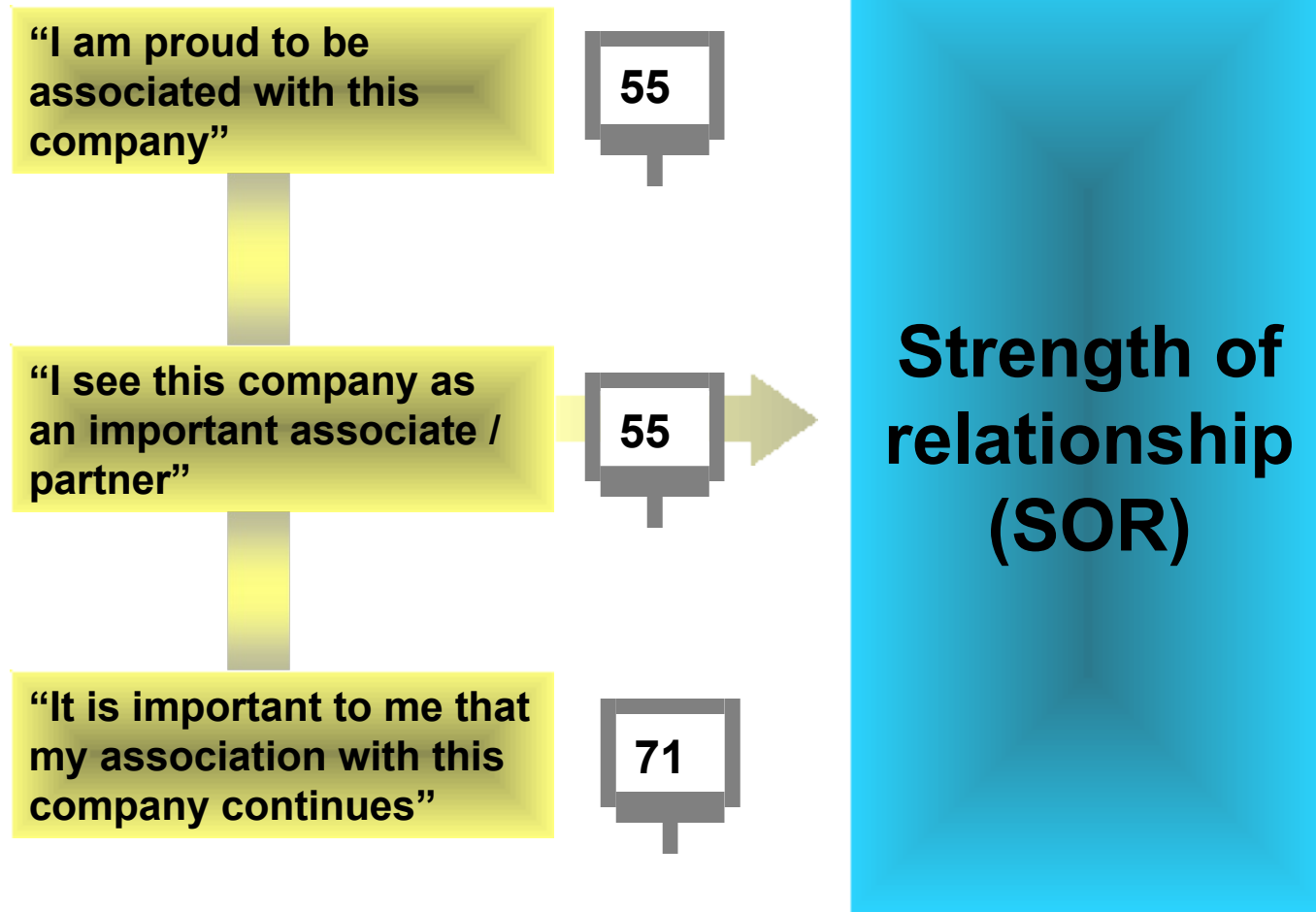
	<u>C Vision score</u>	<u>Stakeholder satisfaction</u>	<u>Strength of relationship</u>	<u>Desired image association</u>
Overall →	71	76	68	69
Customers	62	66	60	60
Prospects	62	66	60	60
Employees	55	55	55	55
Talent pool	57	58	59	56
Shareholders	77	82	80	74
Financial analysts	84	86	NA	80
Neighbours	56	58	NA	52

A sample output

	<u>C Vision score</u>	<u>Stakeholder satisfaction</u>	<u>Strength of relationship</u>	<u>Desired image association</u>
Overall →	71	76	68	60
Customers	62	66	60	60
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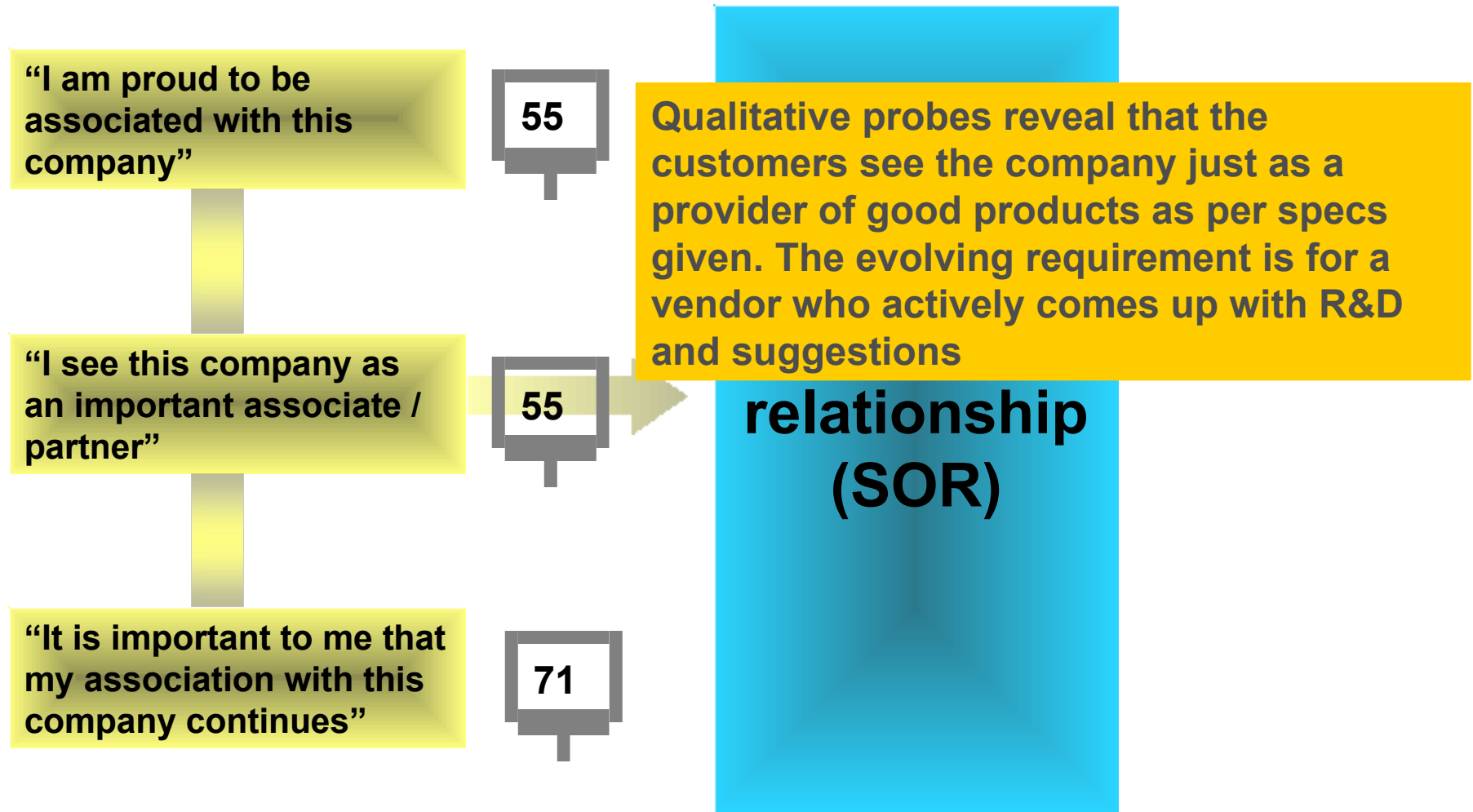
Say we want to know why

A sample output..2



(Given as an agreement score out of 100)

A sample output..2



(Given as an agreement score out of 100)