

# Exhibit 1 – Alignment of Items at Lucent

## Customer Survey

### *All Zones*

- 1 Take Responsibility for Problem Resolution
- 2 Responsiveness
- 3 They Go the Extra Mile to Meet Customer Needs
- 4 They Demonstrate that They Value the Customer
- 5 Overall Quality

### *All Zones*

- 6 Overall Maintenance Quality
- 7 Overall Maintenance Quality
- 8 Overall Maintenance Quality
- 9 Overall Maintenance Quality
- 10 Overall Maintenance Quality
- 11 Overall Maintenance Quality
- 12 Overall Maintenance Quality
- 13 Overall Maintenance Quality

### *Small Business Division*

- 14 Overall Quality
- 15 They Go the Extra Mile to Meet Customer Needs
- 16 Responsiveness
- 17 Take Responsibility for Problem Resolution
- 18 Overall Sales Quality
- 19 They Demonstrate that They Value the Customer
- 20 Overall Sales Quality

### *Large Business Division*

- 21 Overall Quality
- 22 Likelihood to Repurchase
- 23 Overall Sales Quality

## Employee Survey

- 24 We Go the Extra Mile to Meet Customer Needs (DV)

## Employee Survey

### *All Employees*

- We Go the Extra Mile to Meet Customer Needs
- We Go the Extra Mile to Meet Customer Needs
- We Go the Extra Mile to Meet Customer Needs
- We Go the Extra Mile to Meet Customer Needs
- We Go the Extra Mile to Meet Customer Needs

### *Services Personnel Only*

- Organization Does What It Takes to Exceed Customer Expectations
- My Work Group Cares as if Owners
- Overall Quality
- Lucent Provides Better Customer Service
- Responsiveness to Customers
- My Business Unit is Responsive to Customer Needs
- I Feel Like a Valued Member of My Organization
- Satisfaction with Employment

### *Small Business Division*

- Customer Responsiveness
- Customer Responsiveness
- Customer Responsiveness
- Customer Responsiveness
- Customer Responsiveness
- Customer Responsiveness
- Customer Responsiveness
- Overall Satisfaction with Lucent

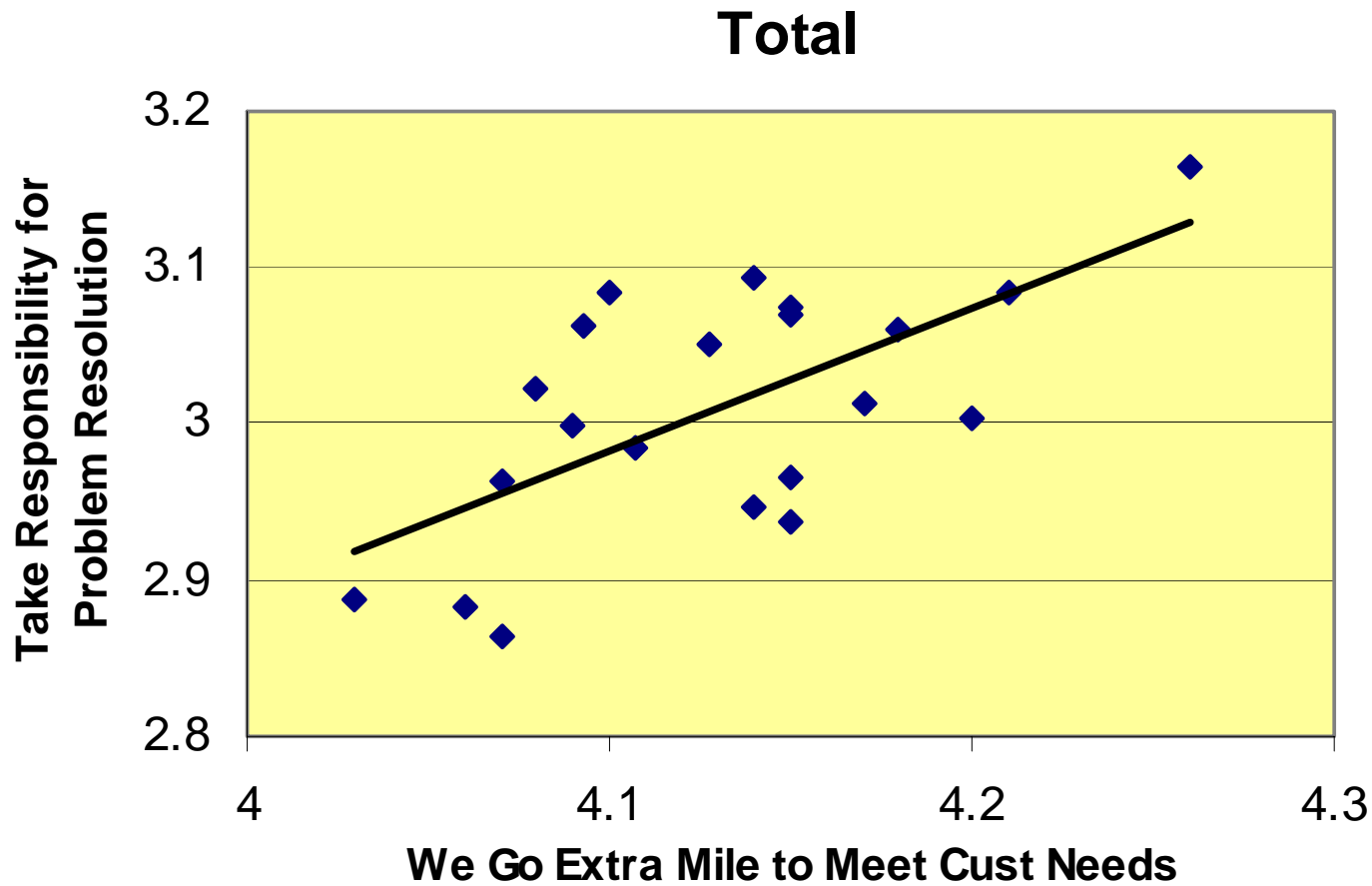
### *Large Business Division*

- We Go the Extra Mile to Meet Customer Needs
- We Go the Extra Mile to Meet Customer Needs
- Overall Satisfaction with Lucent

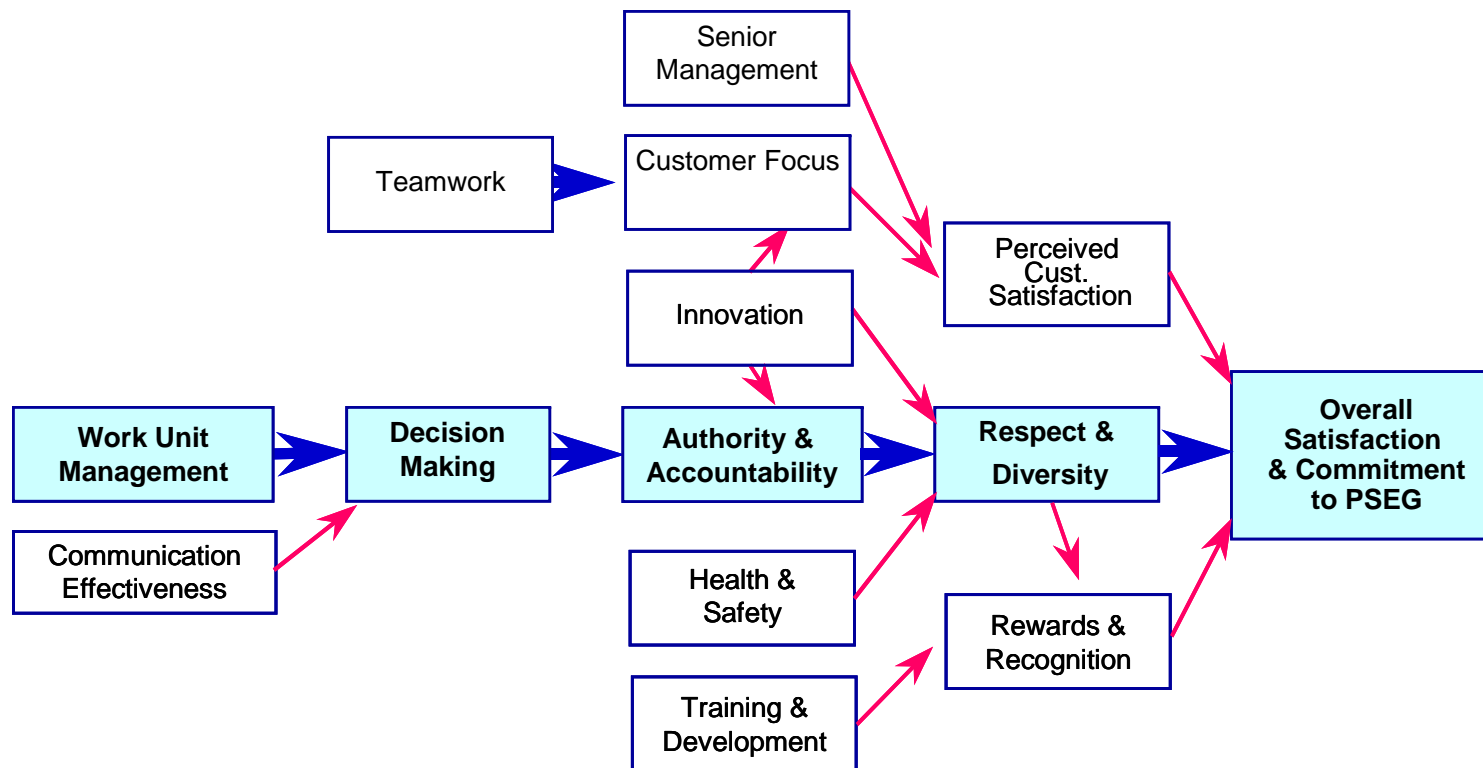
## Employee Survey

- Overall Satisfaction with Lucent (IV)

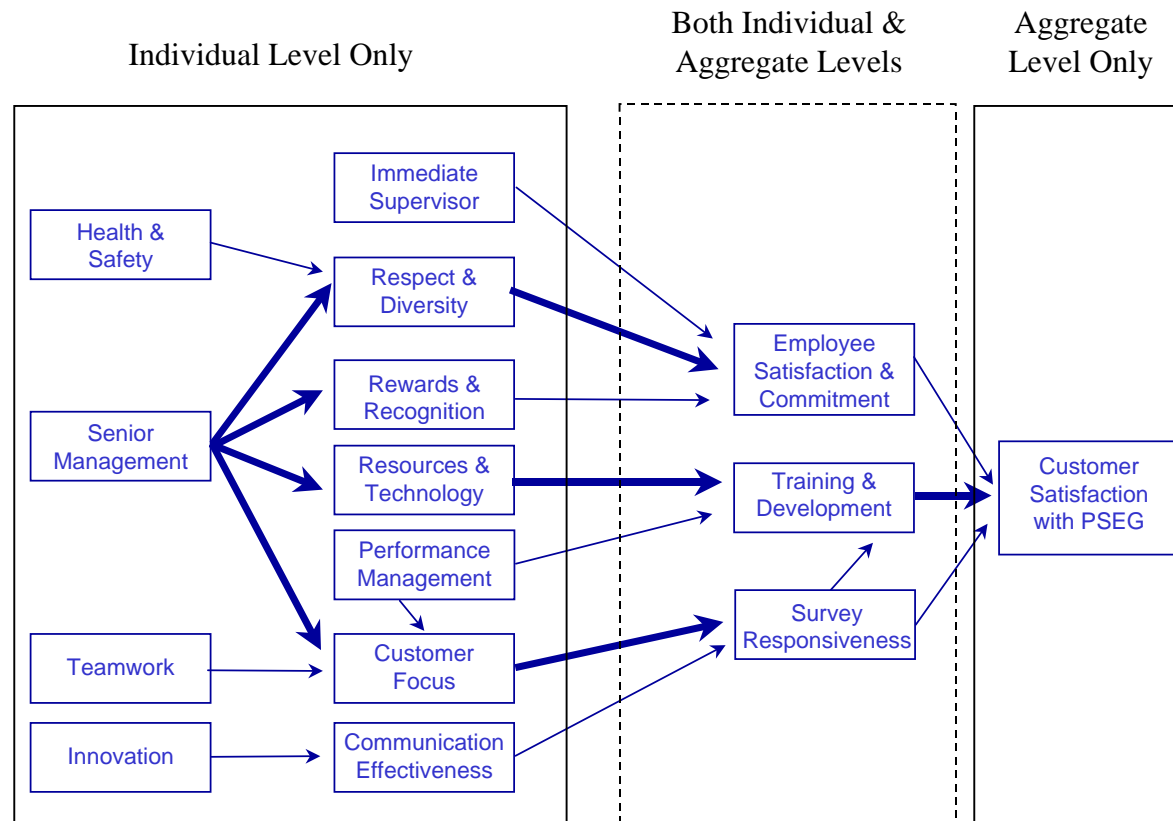
# Exhibit 2 – Customer and Employee Perceptions at Lucent



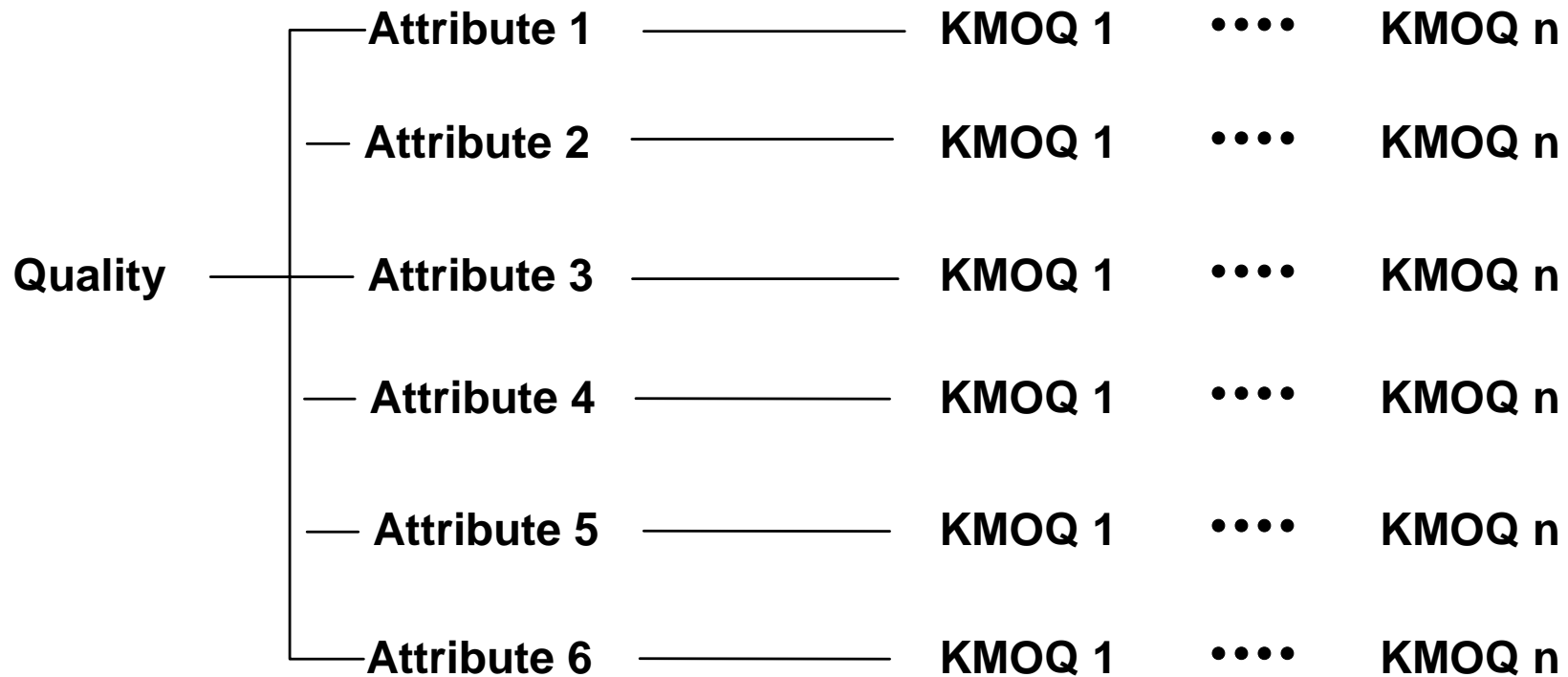
# Exhibit 3 – Drivers of Employee Satisfaction at PSEG



# Exhibit 4 – Drivers of Overall Customer Satisfaction at PSEG

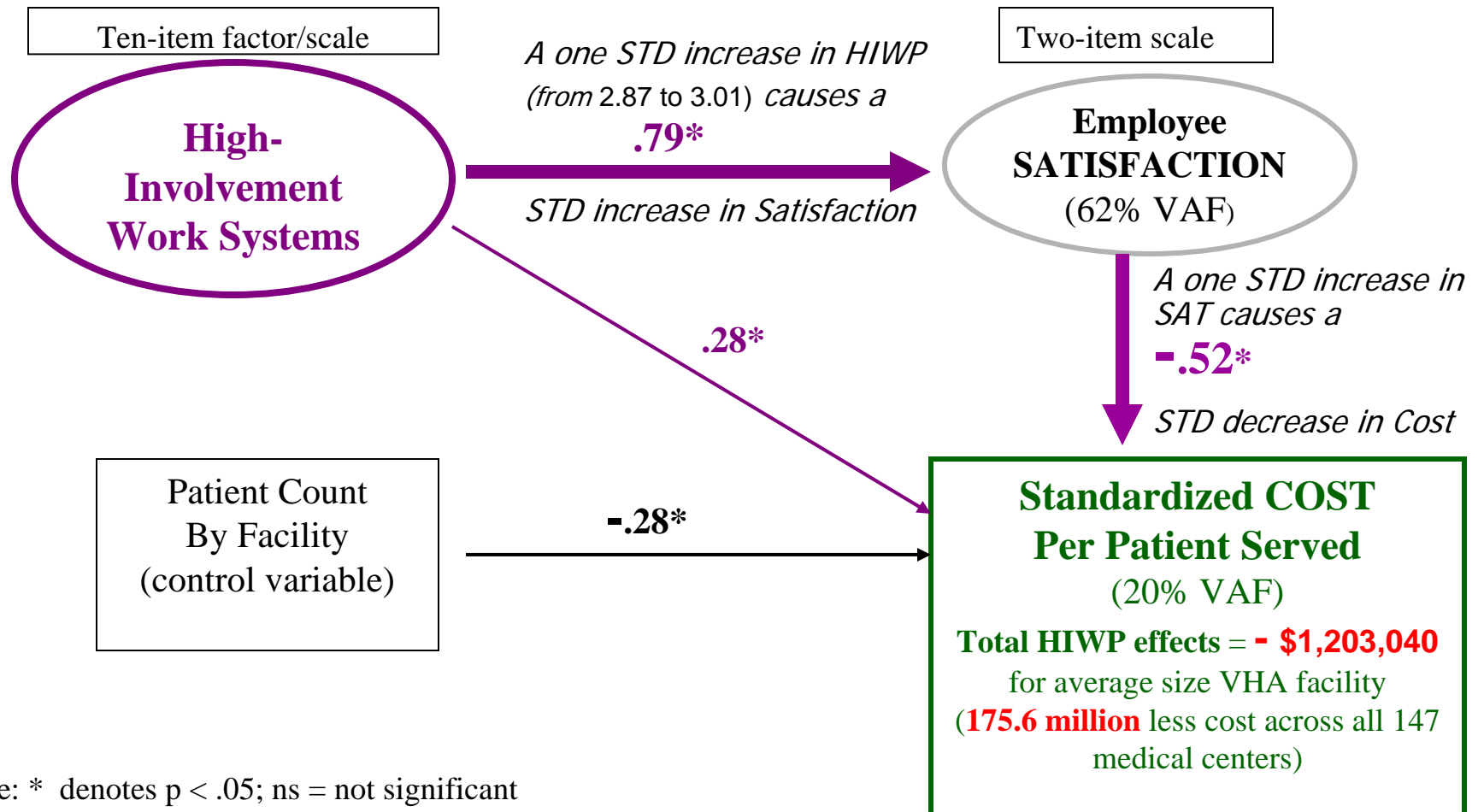


# Exhibit 5 – A Process Attribute Model



*KMOQ Denotes Key Measure of Quality*

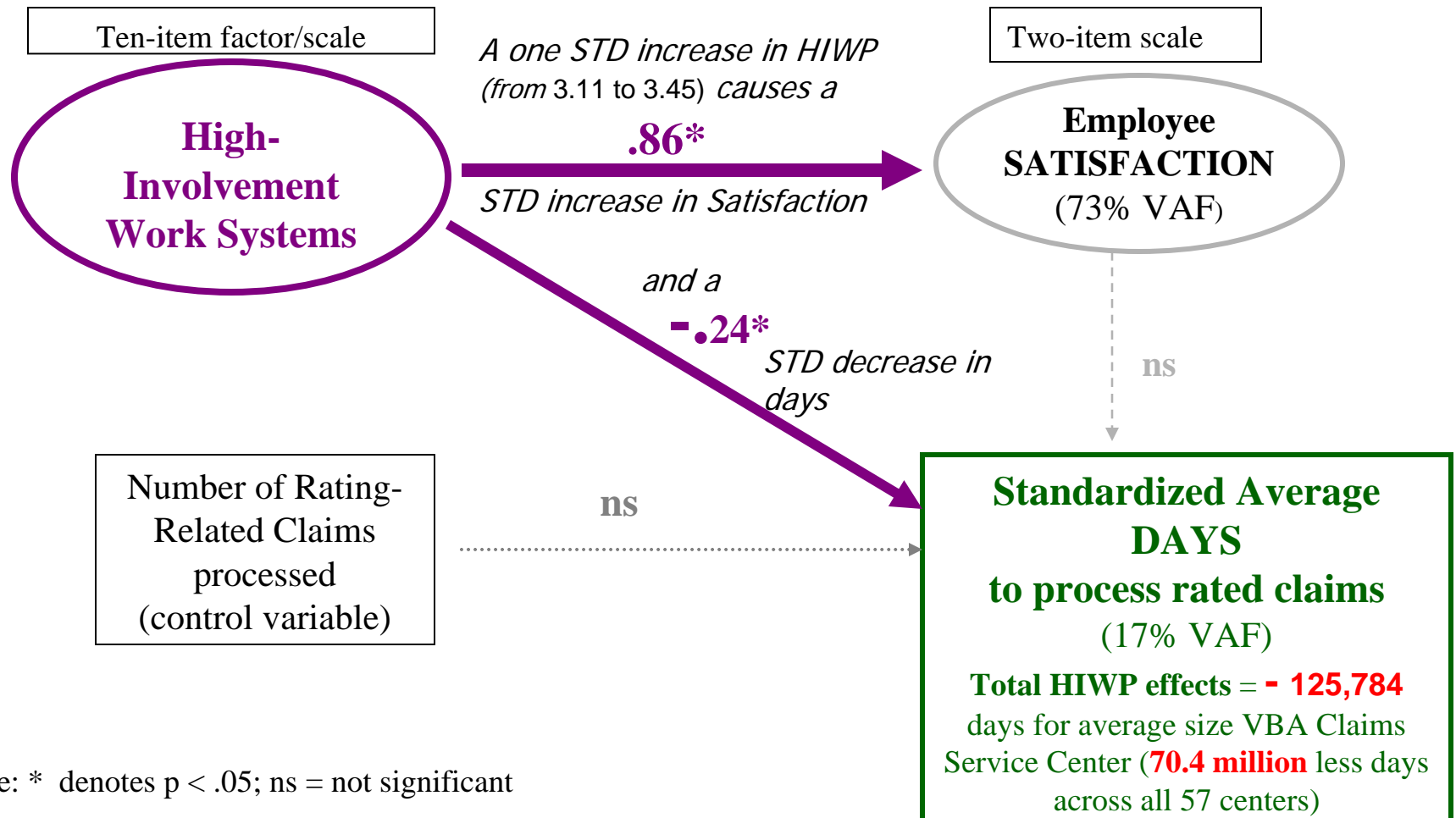
# Exhibit 6 – Veterans Health Administration Results of Structural Equations Modeling



Note: \* denotes  $p < .05$ ; ns = not significant

STD = Standard Deviation; VAF = percent of variance explained

# Exhibit 7 – Veterans Benefits Administration Results of Structural Equations Modeling



Note: \* denotes  $p < .05$ ; ns = not significant

STD = Standard Deviation; VAF = percent of variance explained

# Exhibit 8 – An Emerging Theory of Business

