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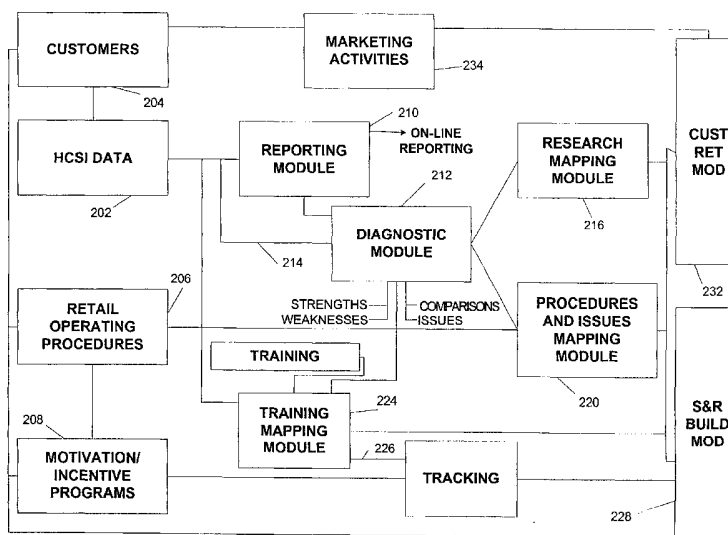
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(54) Title: SYSTEM AND METHOD FOR ADDRESSING A PERFORMANCE IMPROVEMENT CYCLE OF A BUSINESS



(57) Abstract: A system for evaluating and responding to customer satisfaction index (CSI) data generated by businesses such as automotive dealers and call centers. The system includes a reporting module providing (210) on-line reporting of the CSI data, a diagnostic module (212) for generating comparisons and for identifying issues relating to the CSI data, a research module (216) for conducting on-line research relating to the generated comparisons and identified issues, a procedures module (220) for viewing business procedures relating to the generated comparisons and identified issues, a training module (224) for providing and tracking via on-line and/or off-line training affecting the generated comparisons, the identified issues and/or the procedures, a sales and recognition building module (228) tracking motivation programs, and a customer retention module.

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INTERNATIONAL SEARCH REPORT

International application No.

PCT/US02/20409

A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : G06F.17/60

US CL : 705/10

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

U.S. : 705/10

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

Please See Continuation Sheet

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	2000 Honomichil Top 50. Marketing News. June 5, 2000, Vol. 34, No. 13, Page H1, see pages 10-11 of printout.	1-47
X,P	US 2002/0052774 A1 (PARKER et al) 02 May 2002 (02.05.2002), see paragraphs 48, 54, 60, and 62.	1-47



Further documents are listed in the continuation of Box C.



See patent family annex.

* Special categories of cited documents:		"T"	later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"A"	document defining the general state of the art which is not considered to be of particular relevance	"X"	document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
"E"	earlier application or patent published on or after the international filing date	"Y"	document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
"L"	document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	"&"	document member of the same patent family
"O"	document referring to an oral disclosure, use, exhibition or other means		
"P"	document published prior to the international filing date but later than the priority date claimed		

Date of the actual completion of the international search

16 December 2002 (16.12.2002)

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02 MAR 2004

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INTERNATIONAL SEARCH REPORT

PCT/US02/20409

Continuation of B. FIELDS SEARCHED Item 3:

EAST (customer satisfaction index, customer feedback/survey), Dialog (Maritz, CSI, customer satisfaction index), Internet (Maritz Inc.)