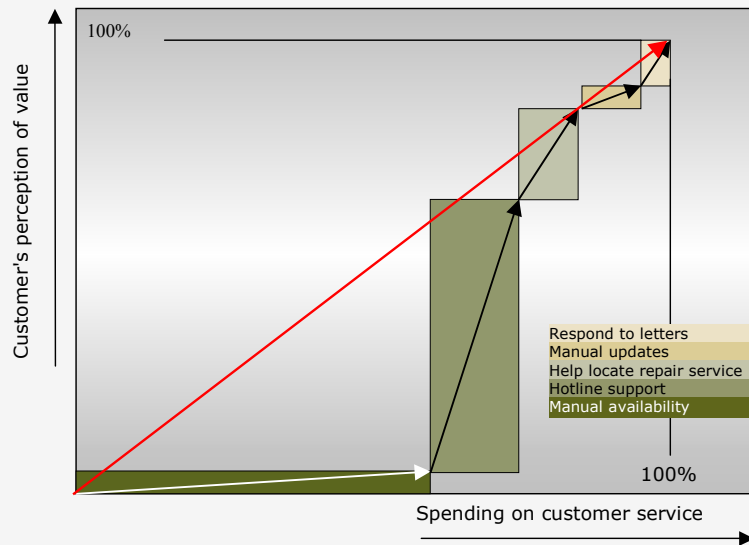


# Combining subjective and objective values

## ONEview – action points – fast, .....instead of several views and maps with linear metrics. (Customers perception of value and cost of service)



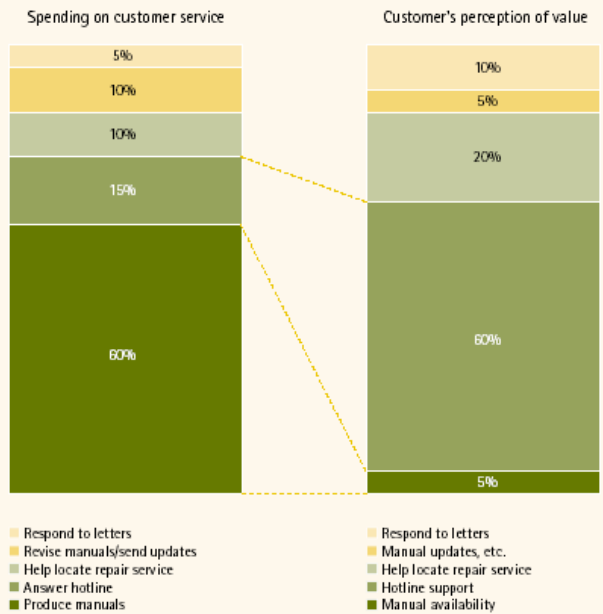
Factor four!  
Combined indicator – double speed.

**Innovative techniques for visualizing complex interdependences.**



### The cost-value gap

As the economic environment changes, customer preferences tend to change as well. Take the major electronics company depicted below. There was a big gap between what services customers valued and what the company was spending money on to serve them. In periods of economic downturn, companies need to pay special attention to changing customer needs and tailor their spending cuts and investments accordingly.



### Paper: Taking Advantage of a Downturn

Outlook Journal, July 2002, By Brian F. McCarthy and Michael R. Sutcliff