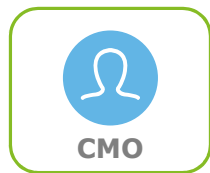


Making Metrics Matter



Customer Loyalty

Rate of consumers that return to brand and the degree to which they would recommend it to others



Customer Response & Issue Resolution

Issue resolution customer experience between the time of customer contact and time of customer satisfaction



Customer Insights & Digital Enablement

Execution on customer insights through innovation to digital enablement to continue iterating and innovating to meet customers' evolving and sophisticated demands



Cost to Serve & Customer Lifetime Value

Customer acquisition cost and the estimated return on that cost based on customer tenure, spend and willingness to pay



Customer-Centric Culture

Incentives aligned to customer satisfaction across the organization to motivate teams to deliver the highest customer standard