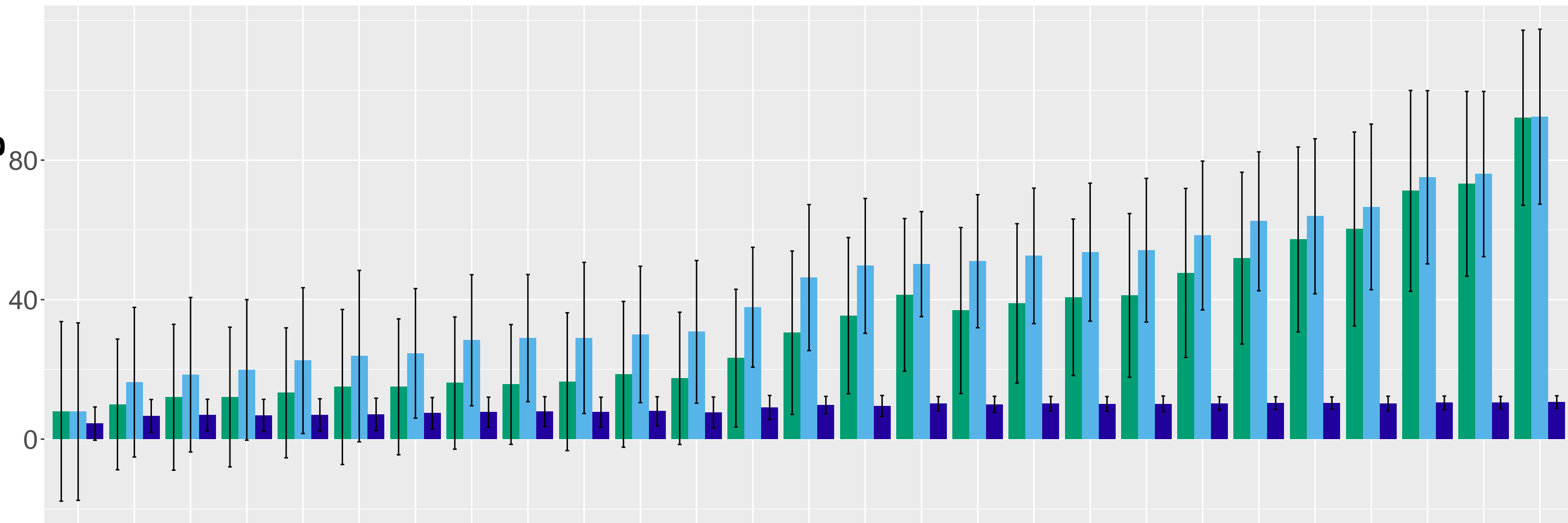


Scaled Rating

Satisfaction Personal Desirability WTP



Customer Journey Plots