INFORMATION NEEDS THAT SUPPORT CRITICAL SUCCESS FACTORS
From ISP Update 1/31/96

Information Needs (By Priority)	Importance (1-5)	Satisfaction (0-3)	Urgency Factor	Worst Possible	Degree to which Information need is: Not Satisfied	Satisfied	
1. Sales	5	3	15	15	100%	0%	
2. Customer Retention	5	3	15	15	100%	0%	
3. Client Satisfaction	5	2	10	15	67%	33%	
4. Customer Satisfaction	5	2	10	15	67%	33%	
5. Employee Satisfaction	5	1	5	15	33%	67%	
6. Lives in Force	5	1	5	15	33%	67%	**Only 33% of our most critical**
Subtotal			**60**	**90**	**67%**	**33%**	**Information Needs are satisfied.**
7. Earned Premium	4	1	4	15	27%	73%	73% of our second most important
8. Shareholder Value	4	1	4	15	27%	73%	Information Needs are satisfied.
Cumulative Subtotal			**68**	**120**	**57%**	**43%**	**43% cumulative rating**
9. Employee SMS Utilization %	3	1	3	15	20%	80%	
10. Expenses Incurred	3	1	3	15	20%	80%	
11. Loss Ratios	3	1	3	15	20%	80%	
12. Required Capital	3	1	3	15	20%	80%	
13. Baldrige Self Assessment	3	0	0	15	0%	100%	87% of our second least important
14. Clients, Number of new	3	0	0	15	0%	100%	Information Needs are satisfied.
Cumulative Subtotal			**80**	**210**	**38%**	**62%**	**62% cumulative rating**
15. Net Income	1	0	0	15	0%	100%	100% of our least important
16. Lives, Marketable, # New	1	0	0	15	0%	100%	Information Needs are satisfied.
Total			**80**	**240**	**33%**	**67%**	**67% cumulative rating**

KEY:

Importance: 5 = Most Important; 1 = Least Important

Satisfaction: 0 = Completely Satisfied; 3 = Completely Dissatisfied

Urgency Factor = Importance x Satisfaction. (The higher the score the higher the need to improve our satisfaction of this Information Need.)

Worst Possible Score = 15. (Most important x Least Satisfied)

Degree to Which Information Need Is: Not Satisfied = Urgency Factor / Worst Possible Score
                                                            Satisfied = 100% - %Not Satisfied

ref.: C:\KPOT\InfoNeeds.doc