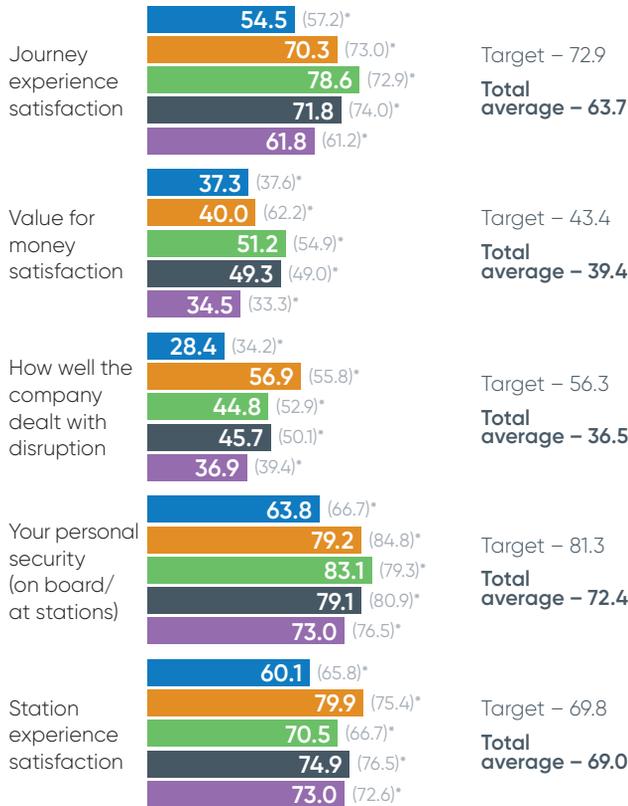


# Customer experience performance model

## Customer experience



Scores by Segment



Average KPI (Key Performance Indicator) performance achieved by the Franchisee for each performance Indicator compared to the relevant Customer Experience KPI target

MAA = Moving Annual Average

KPI's	Target	MAA
Customer experience	64.2 (61.5)*	54.3 (55.7)*
Presentation of facilities	84.3 (84.0)*	84.3 (90.7)*
Staff performance	92.6 (92.2)*	98.2 (97.2)*

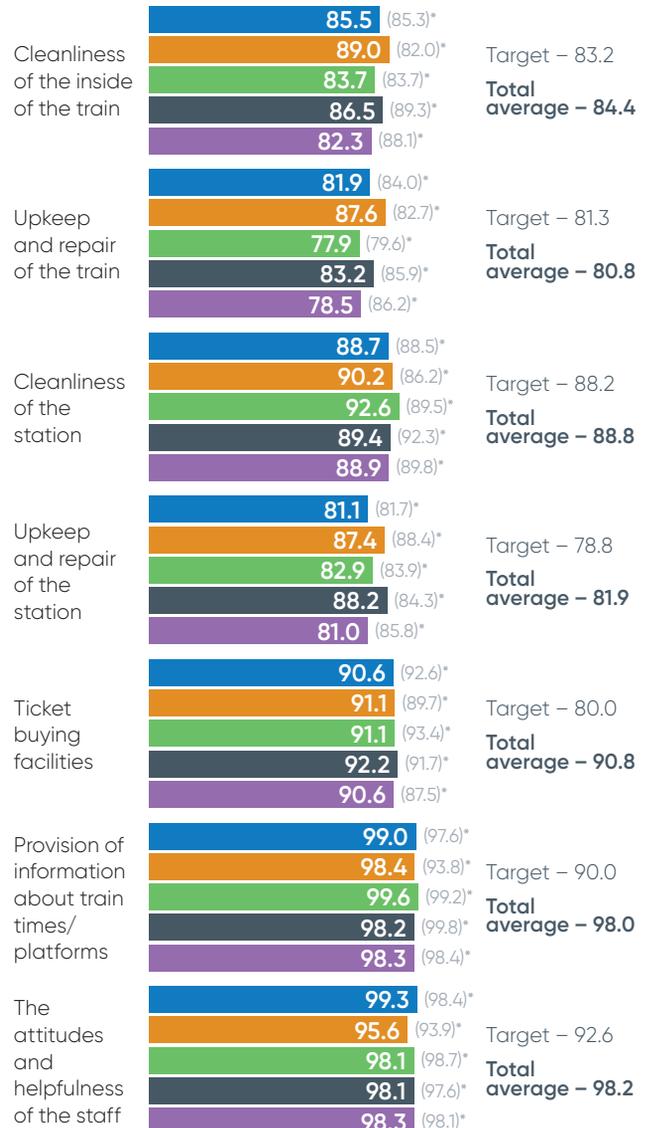
\*Previous year's figures are shown in brackets

The Customer Experience Performance Model is our monthly measure to track improvements in customer experience. The results below show our % scores for months (April to September) in comparison to the same period in the previous year.

## Mystery shopper



Scores by Segment



\*Previous year's figures are shown in brackets