

# ***Zone of Tolerance Analysis***

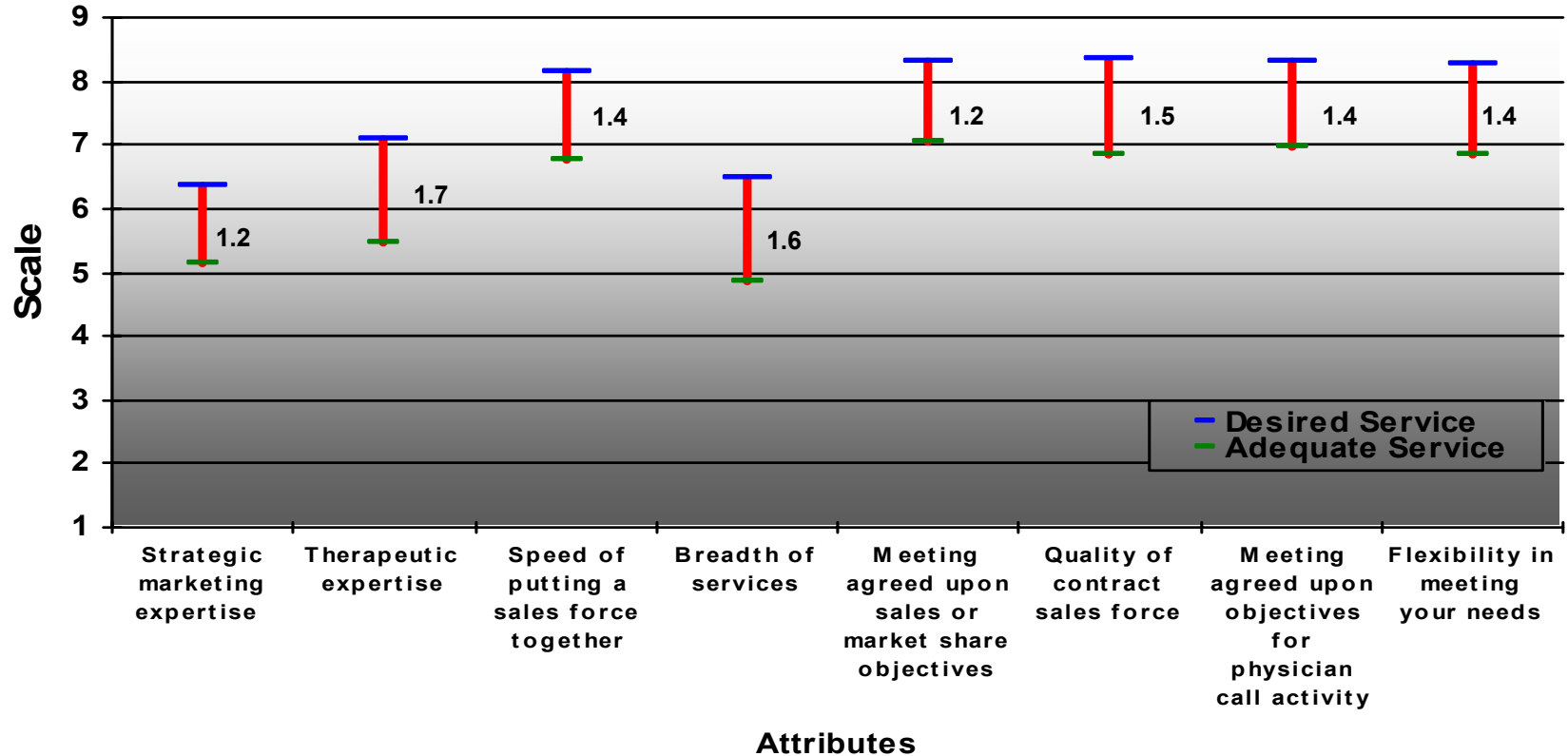
***Multivariate Solutions***

# ***Zone of Tolerance Analysis***

- The Zone of Tolerance analysis (a stated-importance approach) asks respondents their “Desired Service Level” and “Adequate Service Level” for each attribute. A range—between what is ideal and adequate—is calculated for each attribute.
- Then, the performance rating of that attribute, for each company, is compared. The Zone of Tolerance analysis shows, on a by-attribute basis, whether a company is performing above respondents’ expectations, within expectations, or below their expectations.

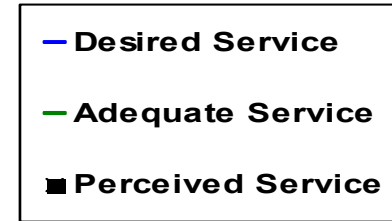
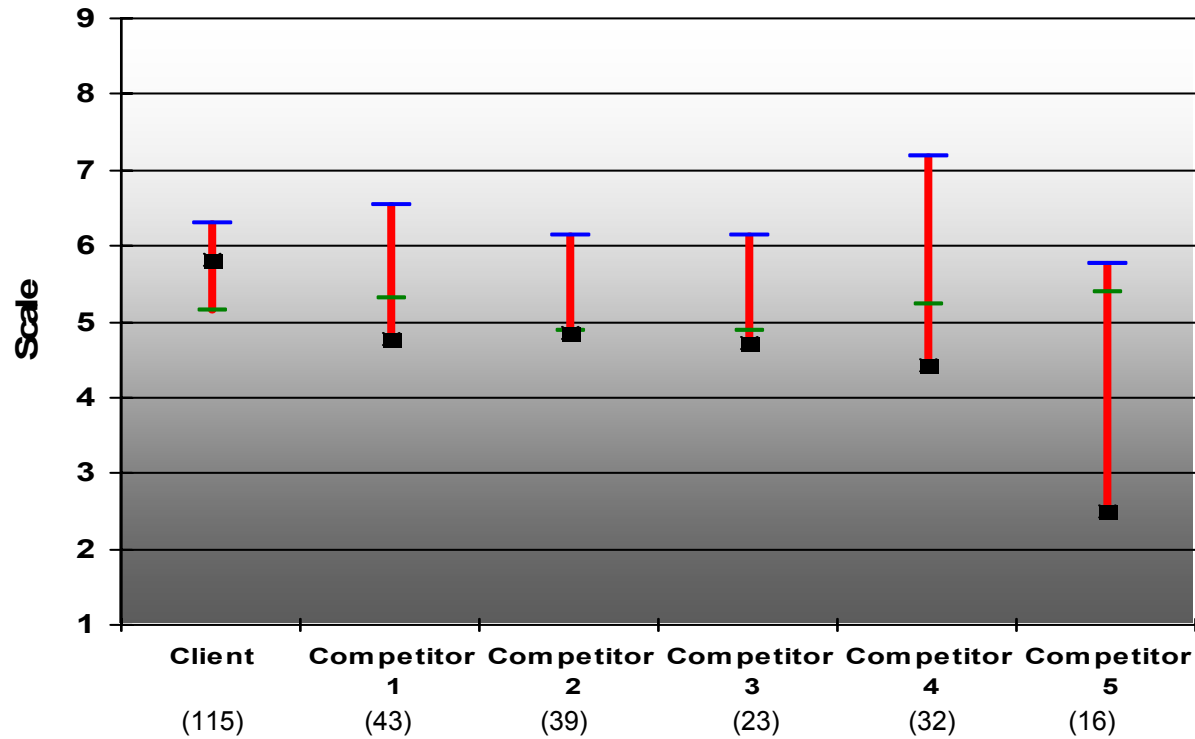
## Comparing Zone of Tolerances (Base: All Respondents)

Determining the zone of tolerance for  
all attributes measured.



**Strategic Marketing Expertise  
(Base: Familiar With/Used Most)**

Determining the zone of tolerance for strategic marketing expertise .



Company	Zone of Tolerance	Perceived Service
Client	6.90 / 6.30	6.60 Within
Competitor 1	7.70 / 5.80	6.60 Within
Competitor 2	7.50 / 6.80	5.30 Below

**Therapeutic Expertise  
(Base: Familiar With/Used Most)**

Determining the zone of tolerance for therapeutic expertise.

