

Use the second page (down) to customize your own T4Q.

**UPDATED -- 2008**



**HOW TO GET STARTED:**

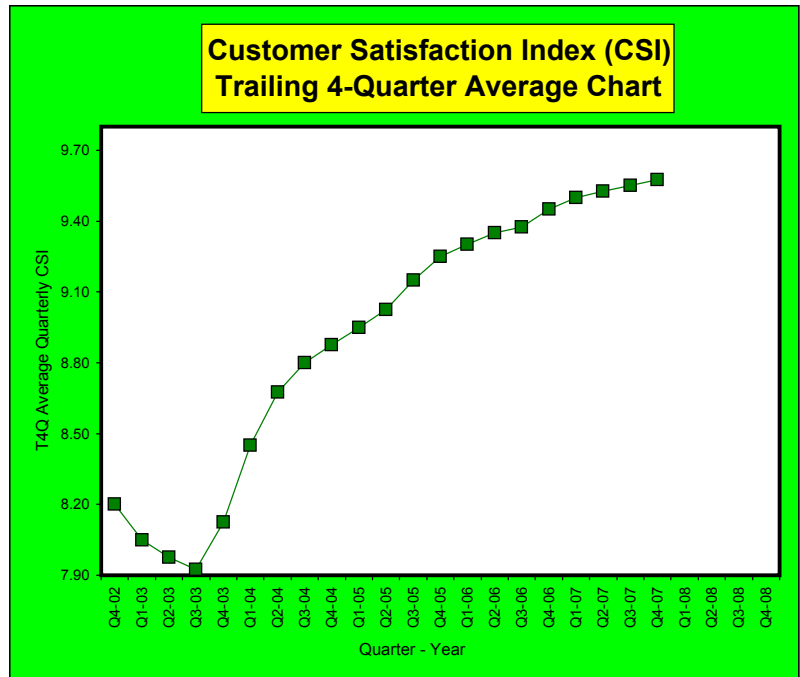
Example of charting Customer Satisfaction Index (CSI) data on a T4Q (Trailing Four Quarter) basis. You'll get a chart with NO SEASONALITY and every point is comparable to every other point. Look at this T4Q chart quarterly to see things you never saw before about your business!

It's a ROLLING 4-QUARTER AVERAGE tracked quarterly. T4Q charts will clearly tell you whether you're doing good or bad! Ordinary quarterly charts often mislead and show little other than seasonality (see charts below, with fourth quarter seasonal downturns in the Ordinary Chart). You want to know both about seasonality and about the true trend, Only T4Q's show true trend. T4Q charts also show historical perspective.

Use a regular spreadsheet software package like Lotus or Excel. Enter the quarter/year in Column E and quarterly data in Column C as shown below. Then enter a sum function in the spreadsheet in Column F, Row 24: =sum(F24...F27) and now copy it on down that column.

This is a simple 4-quarter sum that moves forward one quarter (and down one row) at a time. Then chart it on the same page using the spreadsheet Chart Function. Better yet, enter your data in the columns in the clean spreadsheet below this one, label it as your own, save and print!

	Quarterly Index	Qtr-Year	T4Q Average Index for T4Q Chart
Row 1	8.3	Q1-02	
Row 2	8.5	Q2-02	
Row 3	8.7	Q3-02	
Row 4	7.3	Q4-02	8.20
Row 5	7.7	Q1-03	8.05
Row 6	8.2	Q2-03	7.98
Row 7	8.5	Q3-03	7.93
Row 8	8.1	Q4-03	8.13
Row 9	9.0	Q1-04	8.45
Row 10	9.1	Q2-04	8.68
Row 11	9.0	Q3-04	8.80
Row 12	8.4	Q4-04	8.88
Row 13	9.3	Q1-05	8.95
Row 14	9.4	Q2-05	9.03
Row 15	9.5	Q3-05	9.15
Row 16	8.8	Q4-05	9.25
Row 17	9.5	Q1-06	9.30
Row 18	9.6	Q2-06	9.35
Row 19	9.6	Q3-06	9.38
Row 20	9.1	Q4-06	9.45
Row 21	9.7	Q1-07	9.50
Row 22	9.7	Q2-07	9.53
Row 23	9.7	Q3-07	9.55
Row 24	9.2	Q4-07	9.58
Row 25		Q1-08	
Row 26		Q2-08	
Row 27		Q3-08	
Row 28		Q4-08	



Now look at your T4Q chart: if it's going up this quarter, that's GOOD! If it's going down, that's VERY BAD! And this then requires IMMEDIATE ACTION by you to make it improve! Use this T4Q technique to track Customer Satisfaction, Employee Satisfaction, and just about anything else of importance to you. You'll be amazed at your improved success! Line up Ordinary charts above the T4Q to see your seasonality, then work to "fill up" the troughs in your year! (See the true meaning of the two seasonal downs from the Ordinary chart on the T4Q!)

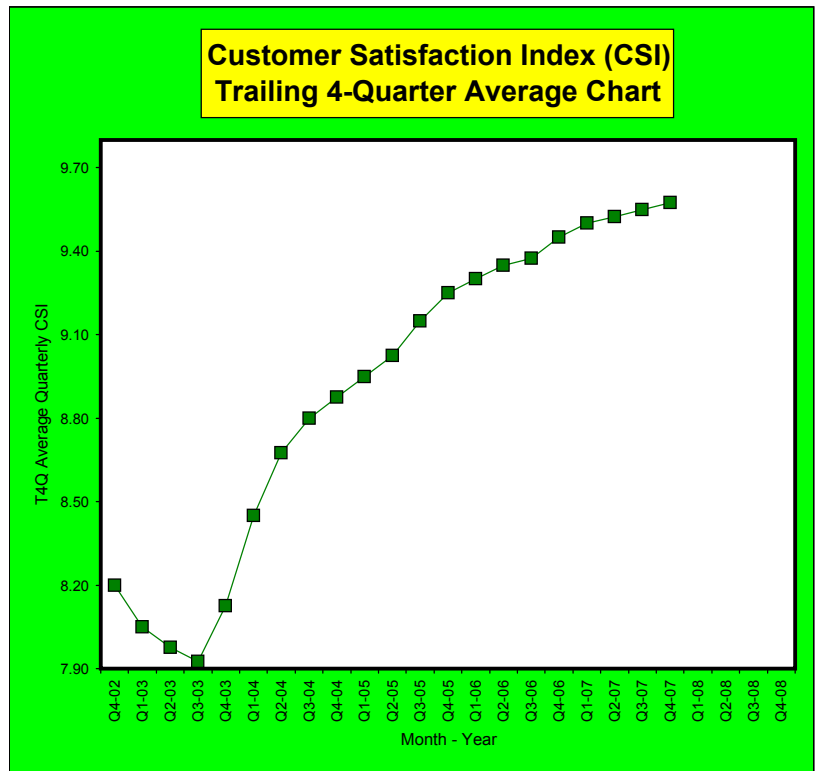
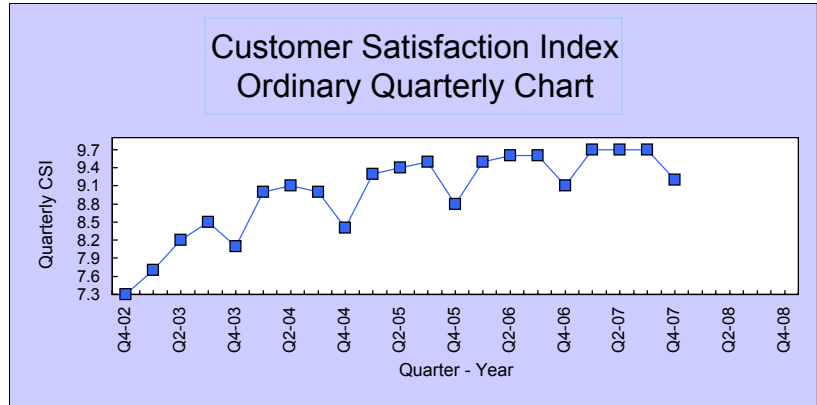
**BUY IT!** To buy this tool in easy to use Excel Format, go to: [www.ceotools.com](http://www.ceotools.com) and use Visa or MC. Only \$28.95 ready in Excel. Sent immediately to your email - then just click on blue download link.

# Your Company's Trailing 4-Quarters Moving Average (T4Q) Chart



## Customer Satisfaction Index (CSI)

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