





> @ )LQGLQJV RI WKLV VWXG\ LQGLFDWHG FOLHQWV FRXOG RYHUFRPH ORZ  
PRWLYDWLRQ ZLWK WKH VXSSRUW RI D VWURQJ UHODWLRQVKLS EHWZHHQ FOLHQW  
SURYLGHU

HUHV HQRXJK HPSLULFDO HYLGHQFH WR VKRZ WKH LPSRUWDQFH RI  
SURYLGHUV GHYHORSRQJ D VWURQJ SRVLWLYH UHODWLRQVKLS ZLWK FOLHQWV  
PRUH SRZHUIXO WKDQ WKH PRGDOLW\ RQH FKRRVHV WR LPSOHPHQW LQ 68'  
FDUH HDUO\ ZRUNLQJ DOOLDQFH FRQVLVWHQWO\ SUHGLFWV ERWK FOLHQW  
HQJDJHPPHQW DQG SRVW FDUH ~~WVXELVW\ DQFH RQ RI~~ @  
IHHGEDFN UHJDUGLQJ WKH FRXUVH RI FDUH LQFOXGLQJ FROODERUDWLRQ RQ FD  
JRDOV LPSURYHV WKH DOOLDQFH EHWZHHQ SURYLGHU DQG FOLHQW 6WLOO PD  
WLPHV SURYLGHUV GHYHORS FDUH JRDOV IRU FOLHQWV DQG QRW ZLWK WKHP  
ZKLFK LV QRW FRQVLVWHQW ZLWK SHUVRQ FHQWUHG FDUH



8VHU LQYROYHPHQW RULHQWHG FDUH PRGHOV 3HUVRQ FHQWUHG  
3DWLHQW SDUWLFLSDWLRQ 6KDUHG GHFLVLRQ PDLQJ 5HFRYHU\  
PRGHO b\$ V\QWKHVLV



0HUWHQV -5 .OLQH 6LPRQ \$+ 'HOXFFKL ./ ORRUH & :HLVQHU &0  
7HQ \HDU VWDELQW\ RI UHPLVLRQ LQ SULYDWH DOFRKRO DQG GUXJ  
RXWSDWLHQW WUHDWPHQW 1RQ SUREOHP XVHUV YHUVXV DEVWDLQHUV 'UXJ DQG  
\$OFRKRO 'HSHQGHQFH  
6LPSVRQ '' -RH \*: 5RZDQ 6JDO \*\$ \*UHHQHU -0 'UXJ DEXVH  
WUHDWPHQW SURFHVV FRPSRQHQWV WKDW LPSURYH UHWHQWLRQ -RXUQDO RI  
6XEVDQFH \$EXVH 7UHDWPHQW  
%XUQDP 0\$ :DNLQV .( 6XEVDQFH DEXVH ZLWK PHQWDO GLVRUGHUV  
VSHFLDOLJHG SXEOLF V\WHP \$ DQG ZRKG JUDWHG FDUH +HDOWK

&LWDWISROHWW .'  
7KHU GRL

8VHU LQYROYHPPHQW RULHQWHG &DUH 0RGHOV DQG 6XEVDQFH 8VH

3DJH RI

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)LQQHOO '6 /HH - 3V\FKRPHWULF SURS%UMQHRI 5KHQGHFLVL(0000E00000RDU &  
IRU SDWLHQW FKRLFH LQ VXEVDQFH DEXVHWRUHQWPHQWSDVWLFLVSDWLRQLDQWVXUXWH