<table>
<thead>
<tr>
<th>Stakeholders</th>
<th>Voice of Customer (VOC)</th>
<th>Critical to Quality (CTQ)</th>
<th>Performance Measure</th>
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</table>
| Cardholders, reconcilers, approvers, CBO’s, internal auditor | Clear, consistent and adequate internal controls, including standardization at the university level. | 1. Decrease in fraud  
2. Decrease in # of suspended cards  
3. Decrease in # of cards issued  
4. Decrease in # of declined transactions  
5. Decrease misuse/errors  
6. Fewer late VP7s  
7. Decrease # of deviations from process  
8. Higher scores on ProCard test  
9. Fewer audit findings | |
| Cardholders, reconcilers, approvers, CBO’s, internal auditor | Leadership supports consequences for non-compliance with policy and procedures. | 1. Fewer infractions  
2. Fewer requests for exceptions/special treatment  
3. Decrease in # cards issued  
4. Approval of team’s recommendations  
5. Adherence to process  
6. Proactive communication to units  
7. Support for scorecard measures | |
| Cardholders, reconcilers, approvers, CBO’s | Frustrated by complexity and lack of clarity around policy and guidance. | 1. Decrease # calls to Natalie  
2. Decrease # exceptions  
3. Proactive questions vs. reactive questions  
4. Roles and responsibilities are clear  
5. New policy  
6. New procedures  
7. New process | |
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<thead>
<tr>
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<th>8. Clear consequences</th>
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<tbody>
<tr>
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<td>9. Transparency about</td>
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<td>disallowed</td>
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<td>10. Fewer infractions</td>
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<td>11. Increase in use of</td>
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<td>ProCards</td>
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Remember CTQ = process performance – how do we know the process is performing successfully?