

“The Performance Management Program seeks to define AIG’s customers’ critical requirements, and then reduce variation in business processes so that we can consistently achieve these critical requirements. It will force all of us to closely examine the ways in which we meet our customers’ needs, and seek ways to improve our performance.”

— **Maurice R. Greenberg**
Chairman & CEO

THE PMP MISSION

...to improve AIG business results through the creation of a management process which emphasizes outstanding service and quality, credible and timely management information, diverse product offerings and process consistency.

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THE AIG PERFORMANCE MANAGEMENT PROGRAM



Define improvement opportunity and critical customer requirements.

Measure performance and evaluate success.

Analyze results with cause and effect.

Improve performance through targeted solutions.

Control performance and assure sustained improvement.

AIG
PMP PERFORMANCE
MANAGEMENT
PROGRAM
Achieving Excellence in Service

AIG has implemented the Performance Management Program (PMP). This initiative has impacted all areas of the organization, placing emphasis on continuous improvement in service delivery, quality and process consistency.

PMP relies heavily upon the AIG Companies' most precious asset — the customer. The voice of the customer provides us with the feedback that identifies customers' critical requirements and determines business goals based on these customer expectations.

INFORMATION EXCHANGE

What do customers want?

How do customers communicate with us?

Why should we listen to customers?



How can we work with our customers to improve the end product?

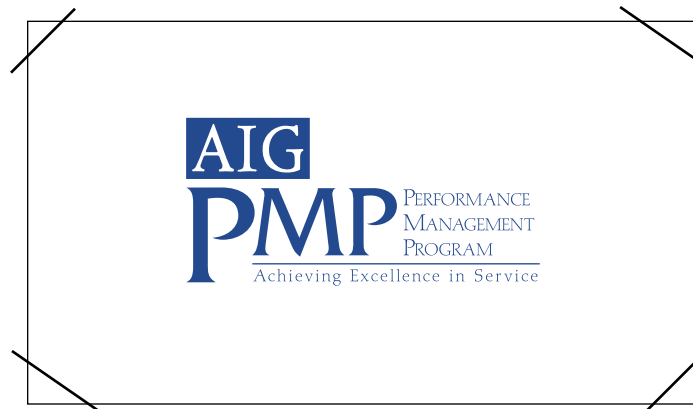
What is most important?

How are we doing?

Where can we improve?

Customer satisfaction begins by asking questions and validating what is known about what our customers want from us. Only customers can give us reliable and accurate information about how well we are meeting their requirements. In order to do this, customer-focused businesses constantly need to exchange information with their customers.

Performance data against these expectations is consistently measured using statistical tools, so that the improvements in our processes can be quantified. We have been able to apply creative solutions that have simultaneously satisfied the needs of our customers and set us apart from our competitors.



One of the key elements driving the success of PMP is the idea of continuous improvement. Such analysis led to Program team members seeking the most efficient way to gather “Voice of the Customer” data. The result was the establishment of Regional Quality Directors, locally positioned to implement company-wide quality initiatives and readily available to respond to customer concerns.

Our Directors focus on ensuring successful implementation of PMP initiatives within each region, which includes working hand-in-hand with our brokers and member companies to deliver maximum value to our customers.

FOR MORE INFORMATION

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