

# Measuring Customer Satisfaction

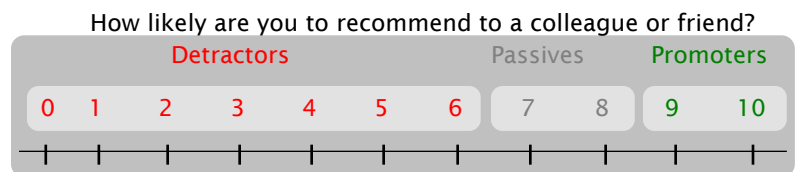
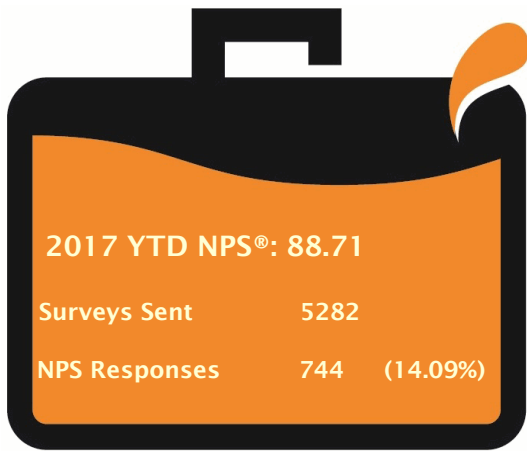
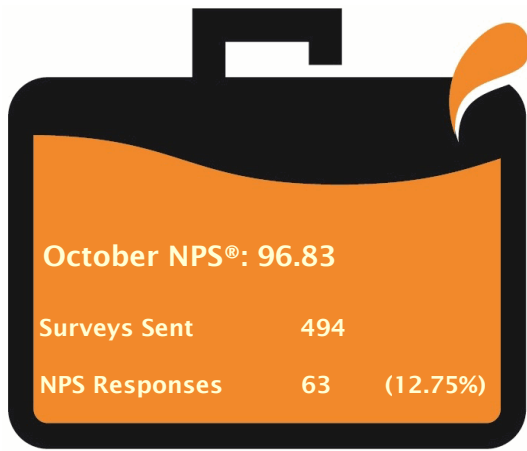
Many companies claim that they have the "Best service in the business" but few even have a way to measure how happy customers are. Here at Edwards/Virginia Business Systems we have a system that allows us to capture feedback after every service call. We use the Net Promoter Score system [www.netpromoter.com](http://www.netpromoter.com)

The average N. American company has a Net Promoter Score® of 10.

Some well-loved companies reach scores into the 70s and 80s

NPS® Leaders - N. America 2016		
Company		NPS
Nordstrom		79
USAA		77
Costco		75
Ritz Carlton		72
JetBlue		67
Apple		67

NPS scores published by Satmetrix Systems



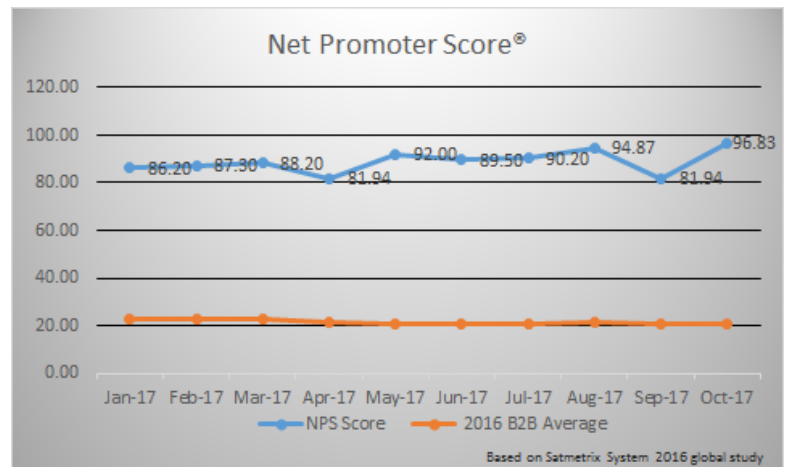
**NPS®** = % of PROMOTERS (9s and 10s) - % of DETRACTORS (0 through 6)

**96.83** = **61 (96.83%)** - **0 (0.00%)**

**NPS®** = % of PROMOTERS (9s and 10s) - % of DETRACTORS (0 through 6)

**88.71** = **679 (91.26%)** - **19 (-2.55%)**

The Net Promoter Score (NPS)®, is a straightforward loyalty metric that holds companies and employees accountable for how they treat customers. It is both a loyalty metric and a discipline for using customer feedback to fuel profitable growth in your business. Employees at all levels of the organization understand it, opening doors to customer centric change and improved performance.



Data Collection and NPS® Verification powered by CEO Juice Inc.

\*\* Net Promoter, NPS, and Net Promoter Score are trademarks of Satmetrix Systems, Inc., Bain & Company, and Fred Reichheld