




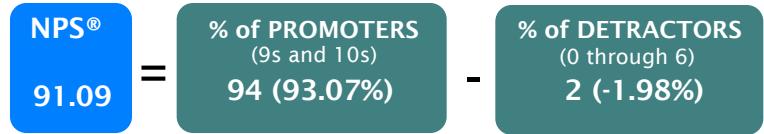
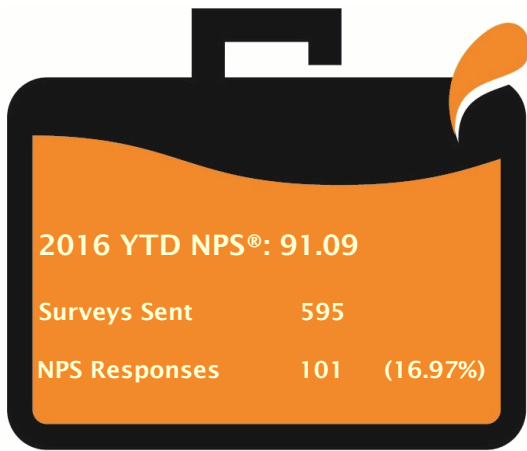
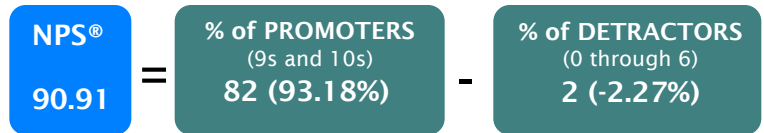
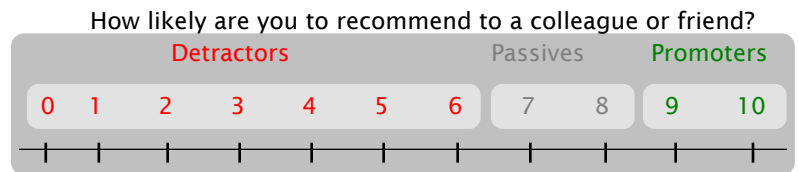
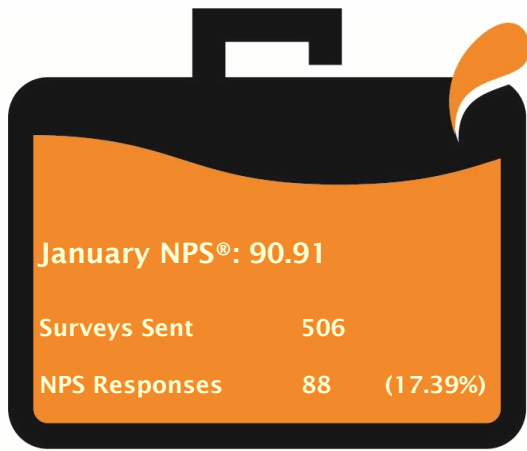
Many companies claim that they have the "Best service in the business" but few even have a way to measure how happy customers are. Here at Virginia Business Systems we have a system that allows us to capture feedback after every service call. We use the Net Promoter Score system [www.netpromoter.com](http://www.netpromoter.com)

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

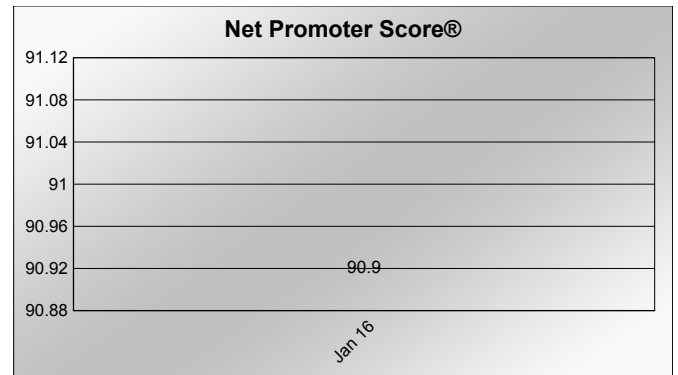
Some well-loved companies reach scores into the 70s and 80s

NPS® Leaders - N. America 2016		
Company		NPS
USAA		80
Costco		78
Nordstrom		75
Apple/iPhone		70
Amazon		69
Southwest		66

NPS scores published by Satmetrix Systems



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