

# What Is Net Promoter?

A TRUSTED ANCHOR FOR OUR CUSTOMER SATISFACTION PROGRAM

Not at all likely

Neutral

Extremely likely



$$\% \text{ PROMOTERS} - \% \text{ DETRACTORS} = \text{NPS (NET PROMOTER SCORE)}$$

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 Advanced Business Methods, we have a system that allows us to capture feedback after every service call. We use the Net Promoter Score system.

## The NPS Calculation

We calculate our NPS using the answer to a key question, using a 0-10 scale: How likely is it that you would recommend Advanced Business Methods to a friend or colleague?

Respondents are grouped as follows:

- **Promoters** (score 9-10) are loyal enthusiasts who will keep buying and refer others, fueling growth.
- **Passives** (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.
- **Detractors** (score 0-6) are unhappy customers who can damage your brand and impede growth through negative word-of-mouth.

Subtracting the percentage of Detractors from the percentage of Promoters yields the Net Promoter Score, which can range from a low of -100 (if every customer is a Detractor) to a high of 100 (if every customer is a Promoter).

ABM uses our NPS as the key measure of our customers' overall perception of our company. We value our business partners, and employ these metrics to make your sales, service, and support experiences with ABM, as positive as possible.

**October NPS: 97.37      2020 YTD NPS: 95.33**

Ranked #1 in North America\*

Ranked #57 in North America\*

Surveys Sent      258

Surveys Sent      2306

NPS Responses    38

NPS Responses    428

(14.73%)

(18.56%)

\* Ranking among US and Canada copier dealers using the NPS®

*Advanced Business Methods, a North Dakota Employee Owned Company, Proudly serves North Dakota, Northwest & West Central Minnesota, and Northeast South Dakota, with offices in West Fargo, Bismarck, Grand Forks, Minot, and Dickinson.*