








# Measuring Customer Satisfaction

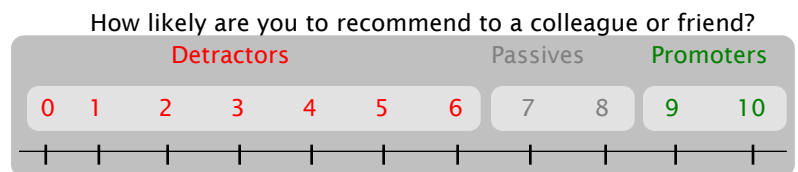
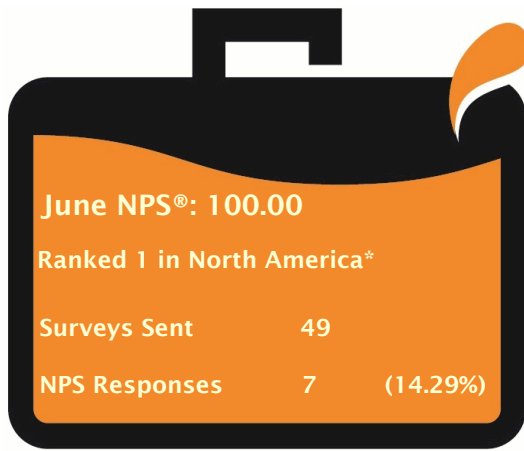
Many companies claim that they have the "Best service in the business" but few even have a way to measure how happy customers are. Here at Lioce Group (TLG) we have a system that allows us to capture feedback after every service call. We use the Net Promoter Score system [www.netpromoter.com/know/](http://www.netpromoter.com/know/)

The average N. American company has a Net Promoter Score® of 30.

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

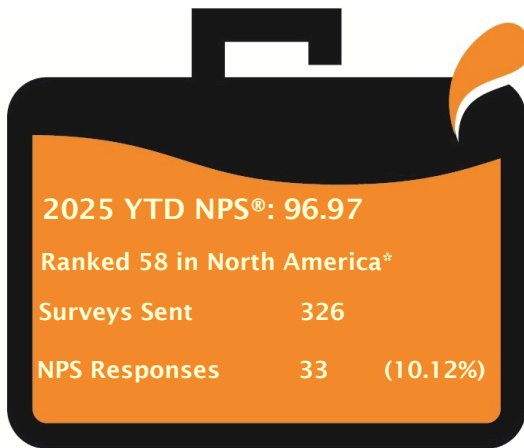
NPS® Leaders - N. America 2024		
Company		NPS
Tesla		97
T-Mobile		82
Starbucks		77
USAA		75
Amazon		73

NPS scores published by Satmetrix Systems



$$\text{NPS}^{\circledR} = \begin{matrix} \text{\% of PROMOTERS} \\ \text{(9s and 10s)} \end{matrix} - \begin{matrix} \text{\% of DETRACTORS} \\ \text{(0 through 6)} \end{matrix}$$

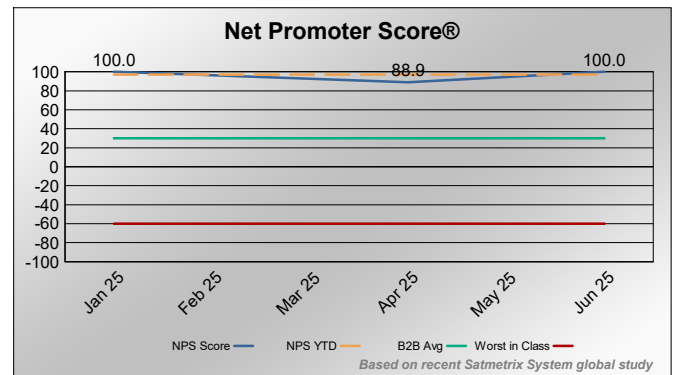
100.00 = 7 (100.00%) - 0 (0.00%)



$$\text{NPS}^{\circledR} = \begin{matrix} \text{\% of PROMOTERS} \\ \text{(9s and 10s)} \end{matrix} - \begin{matrix} \text{\% of DETRACTORS} \\ \text{(0 through 6)} \end{matrix}$$

96.97 = 32 (96.97%) - 0 (0.00%)

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.

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\* Ranking among US and Canada copier dealers using the NPS® system provided by CEO Juice.

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