

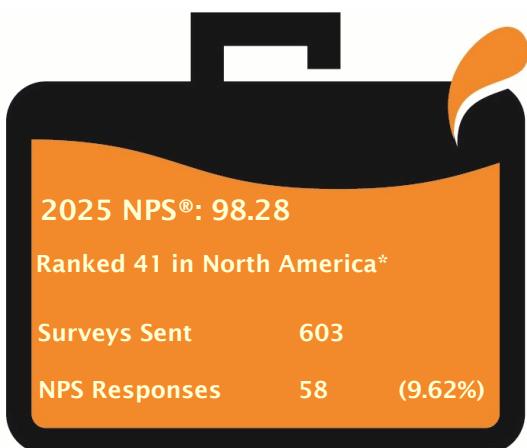


# Measuring Customer Satisfaction

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](http://www.netpromoter.com)

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

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



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.

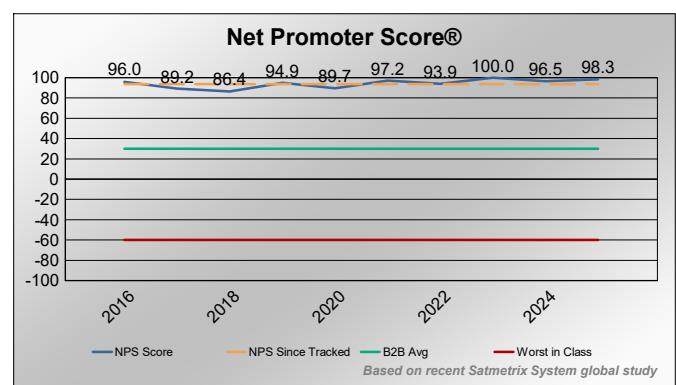
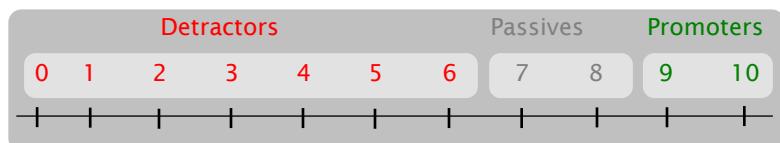


*Data Collection and NPS® Verification  
powered by CEO Juice Inc.*

NPS® Leaders - N. America 2024		
Company	NPS	
Amazon	83	
T-Mobile	82	
USAA	75	
Southwest	71	
Apple	61	

*NPS scores published by Satmetrix Systems*

How likely are you to recommend to a colleague or friend?



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

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