

# LOYALTY INDEX REPORT

Q1

**92.6%**

LOYALTY INDEX

Q4

**73.9%**

**92.6%**

PROMOTERS (9-10)

**76.1%**

**0%**

DETRACTORS (0-6)

**2.2%**

**71.1%**

RESPONSE RATE

**27**

RESPONSES

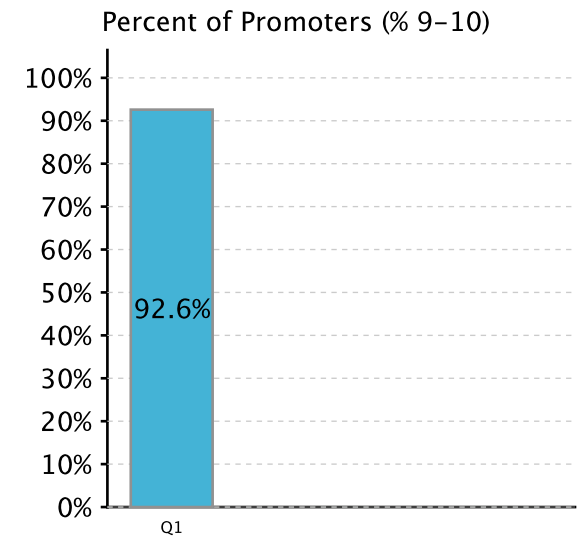
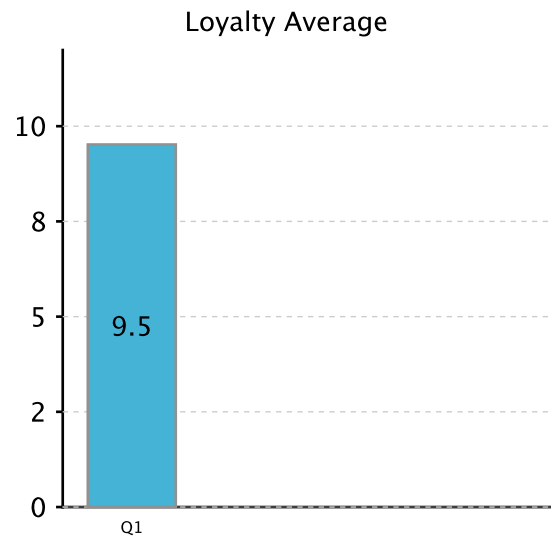
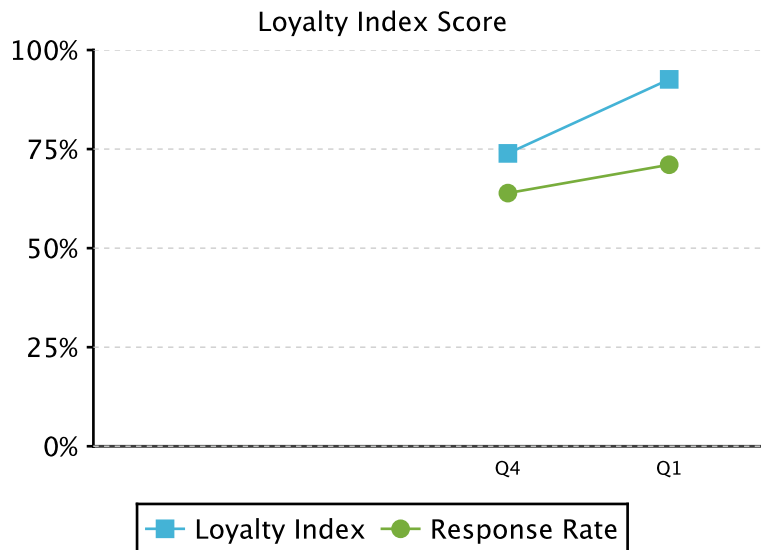
**OVERALL**  
**INAVERO**

Q1 2009

# LOYALTY INDEX

How likely is it that you would recommend Inavero to a friend or colleague?

	Q2	Q3	Q4	Q1
Loyalty Index Score:	n/a	n/a	73.9%	92.6%
Loyalty Average:	n/a	n/a	9.2	9.5
Promoters (% 9-10):	n/a	n/a	76.1%	92.6%
Passives (% 7-8):	n/a	n/a	21.7%	7.4%
Detractors (% < 6):	n/a	n/a	2.2%	0%
Responses:	n/a	n/a	46	27
Response Rate:	n/a	n/a	63.9%	71.1%



<sup>1</sup>Loyalty Index is calculated by subtracting the percentage of respondents who rate you a 6 or lower on the question from the percentage who rate you a 9 or 10.

# COMMENTS

## OTHER

What is the primary reason behind the rating you provided?

10	Respondent Information Withheld	Quality, customer service, and knowledge base
10	Respondent Information Withheld	Your honesty to a situation..... Making promises and adhering to them when you felt a mistake was made. Thanks for your apology and the gift which was not necessary but appreciated. You spoke about the "WOW" experience. That is how I felt with the email that was sent to me specifically.
10	Respondent Information Withheld	You listen to feedback and act on the information to improve your product.
10	Respondent Information Withheld	Always prompt in their customer service responses. Flexible as well.
10	Respondent Information Withheld	The service provided by Eric and Genny is nothing short of exceptional. They are prompt, happy to work across multiple time zones, and more importantly clearly passionate about what they do. It's a pleasure working with Inavero.
10	Respondent Information Withheld	Genny & Nathan are awesome to work with. The team works their tails off to accomplish their customer's goals.

# COMMENTS

## OTHER

What is the primary reason behind the rating you provided?

10	Respondent Information Withheld	Have already referred you! You are focused on making the most of the process, and remain flexible to new ideas and input. Thank you!
10	Respondent Information Withheld	Very knowledgeable and professional team. They provide us with great data.
10	Respondent Information Withheld	quality of thinking/analysis
10	Respondent Information Withheld	Very impressed with your service so far. I think it provides a lot of value to us. Also, greatly sets us apart from our competition.
10	Respondent Information Withheld	Regardless of who I spoke or worked with, everyone has delivered exceptional service, was easy to reach, provided expert advice, and you created deliverables above and beyond the original scope of work at no additional cost.
10	Respondent Information Withheld	Knowledge of the industry, innovative solutions and easy to do business with.

# COMMENTS

## OTHER

What is the primary reason behind the rating you provided?

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10	Respondent Information Withheld	Excellent client service, responsiveness, quality product.
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10	Respondent Information Withheld	excellent customer service. it's refreashing.
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10	Respondent Information Withheld	Professionalism and independence
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10	Respondent Information Withheld	Eric and Ginny have continuously provided excellent customer service for [Firm Name Removed]. I would recommend them based on the fact that are a progressive organization and always thinking outside the box with new ideas to present to our clients and candidates. Our partnership with Inavero has helped us open up new ways of thinking internally, and rethink how we consult with our customers.
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9	Respondent Information Withheld	Inavero does an excellent job. Turn around time for reports, etc has gotten a bit slower than with our initial survey. Would definitely recommend.
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9	Respondent Information Withheld	I like the service.
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# COMMENTS

## OTHER

What is the primary reason behind the rating you provided?

9	Respondent Information Withheld	Always looking to listen to improve and streamline the process.
9	Respondent Information Withheld	This is a great tool for any customer focused company looking for objective feedback and a tool to measure customer satisfaction results
9	Respondent Information Withheld	I believe in the process.... NPS and the consulting provided is important. We have enjoyed our partnership with your organization. Really appreciate Jenny and Nathan going above and beyond to work with my timing to get the reports done.
9	Respondent Information Withheld	No response provided.
9	Respondent Information Withheld	you are helpful to your clients when they need additional information
9	Respondent Information Withheld	Great service.

# COMMENTS

## OTHER

What is the primary reason behind the rating you provided?

9

Respondent Information Withheld

i think the service provides a nice platform to use net promoter

8

Respondent Information Withheld

I love the tool, product, and reports, HOWEVER, the one thing that would make me a VERY satisfied customer would be a more solidified process for communicating our success to customers through a pre-written Press Release that is applicable for RE-QUALIFYING for Platinum status. The Press Release we were provided for the initial qualification of that level was AWESOME, but it was suggested that we would need to create our own Press Release for offices who re-qualify. I view a company like Inavero who charges us an ongoing fee the same as I view CareerBuilder, who has a very clear plan for us from A to Z, including ongoing training, etc. A truly "turnkey" loyalty tracking package should have Press Releases pre-written for not only new offices on the plan, but also for offices who have been customers of yours through more than one survey cycle.

8

Respondent Information Withheld

Had good experience with Inavero

# COMMENTS

## OTHER

Is there something more that Inavero could do to assist you through the survey process?

10

Respondent Information Withheld

Nothing!

10

Respondent Information Withheld

No response provided.

10

Respondent Information Withheld

No response provided.

10

Respondent Information Withheld

No response provided.

10

Respondent Information Withheld

I am totally happy with everything!

10

Respondent Information Withheld

Can't think of anything. If we do, we'll be calling :)

# COMMENTS

## OTHER

Is there something more that Inavero could do to assist you through the survey process?

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10	Respondent Information Withheld	No response provided.
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10	Respondent Information Withheld	no
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10	Respondent Information Withheld	quicker turnaround on ad hoc projects
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10	Respondent Information Withheld	Providing more frequent responses. This may help so I don't end up calling a client asking them to fill it out and have them tell me they filled it out yesterday.
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10	Respondent Information Withheld	No response provided.
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10	Respondent Information Withheld	Nothing that hasn't been discussed before or mentioned in terms of building a dashboard to view results or "login" to an account that would show trending over time as well.
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# COMMENTS

## OTHER

Is there something more that Inavero could do to assist you through the survey process?

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10	Respondent Information Withheld	No response provided.
10	Respondent Information Withheld	No response provided.
10	Respondent Information Withheld	Improved training and guidance of client usage and integration of service
10	Respondent Information Withheld	No, just keep coming up with innovative ideas and surveys!
9	Respondent Information Withheld	No, Inavero is always very helpful. Prompt feedback and strong attention to detail (we have a lot of brands) is always appreciated.
9	Respondent Information Withheld	Would like to survey for future for business

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# COMMENTS

## OTHER

Is there something more that Inavero could do to assist you through the survey process?

9	Respondent Information Withheld	No, I liked the reporting system much better and to add the passive responses as you corrected in the end. Also thank you for the gift basket, that was great customer service and quick response to a mistake.
9	Respondent Information Withheld	For our [Name Removed] brand, survey questions appeared to have [Removed] referenced within the questions....if so, changing the body of the questions would help us with brand integrity...if they did say [Name Removed], then a confirmation would put my mind at ease....Thanks!
9	Respondent Information Withheld	My concerns have been addressed so far. (e.g. 8 or less real-time email, long-term product enhancements and bullhorn pricing.) Just continue to deliver on the promises.....consistently.
9	Respondent Information Withheld	No response provided.
9	Respondent Information Withheld	maybe a loyalty discount after a year ... sort of like the insurance companies
9	Respondent Information Withheld	The quality of the final product could have been improved - but I think that was outside of our scope.

# COMMENTS

## OTHER

Is there something more that Inavero could do to assist you through the survey process?

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9	Respondent Information Withheld	No response provided.
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8	Respondent Information Withheld	No response provided.
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8	Respondent Information Withheld	They already do.
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