

OVERALL

Q1 2010 Net Promoter for Inavero

NET PROMOTOR SCORE

CLIENT
83%

DETAILED COMPARISON

	Q1 2010	Industry
CLIENT		
NET PROMOTOR	83%	--
RESPONSE RATE	47%	--
Average	9.4	--
Promoters (9-10's)	83%	--
Passives (7-8's)	17%	--
Detractors (0-6's)	0%	--
Responses	55	--

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SEGMENTS

Inavero 76.9% Net Promoter Score	42.6% Response Rate	Best of Staffing 88.9% Net Promoter Score	51.8% Response Rate
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Custom 50% Net Promoter Score	66.7% Response Rate	Basic 66.7% Net Promoter Score	33.3% Response Rate	Annual 75% Net Promoter Score	39.2% Response Rate
Premium 95.2% Net Promoter Score	65.6% Response Rate	Association 100% Net Promoter Score	50% Response Rate	Nonstaffing 100% Net Promoter Score	66.7% Response Rate

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INDIVIDUAL RESPONSES

- 10 [REDACTED] (March 24, 2010)
"It is a great opportunity to be recognized in the industry."
No response provided.
- 10 [REDACTED] (March 24, 2010)
"Very knowledgeable about customer Loyalty and NPS program - always very responsive when calling in with questions or need support"
No response provided.
- 10 [REDACTED] (March 24, 2010)
"This exercise was simple for us to participate in and the results have had a great impact on our local branding."
"We had to pay a local PR firm on top of our fee to Inavero to customize and distribute the press release. Also I have not really seen the national publicity of the list - if it is out there, I am missing it. Otherwise, we were very satisfied."
- 10 [REDACTED] (March 25, 2010)
"Service, professionalism, ease of use, and overall outstanding knowledge of surveying"
"Let's enhance the dashboard! And one other thing, Inavero should look at system integration with the front office providers in the staffing industry. This would allow recruiters, sales, and account managers the ability to track their client's NPS right in their database record. This integration would result in greater service levels all around."
- 10 [REDACTED] (March 24, 2010)
"I find the system to be easy to navigate, support has been very responsive"
"Send me more job orders!!! kidding aside - you do a great job and can't think of a single thing that needs improvement - thank you for being a seamless business partner"
- 10 [REDACTED] (March 24, 2010)
No response provided.
No response provided.
- 10 [REDACTED] (March 30, 2010)
"Both Tracy and Nicole went out of their way to accommodate our unusual requests."
"I would recommend not including the iPhone app in the proposal until the app is ready. It was disappointing to learn that it was not available."
- 10 [REDACTED] (March 24, 2010)
"I have continued to remain a huge supporter of Inavero over the past couple years as the NPS approach (and other factors) have helped better define our approach as a company. I also appreciate how Eric and the team have continued to evolve and expand their "value" to clients (ex. the dashboard...great!). Keep up the great work!"
"Being both from Portland, I'd like to do some brainstorming on how we might be able to partner and/or bring Inavero into the mix with our clients somehow? That might need to be over a couple beers.."
- 10 [REDACTED] (March 28, 2010)
"Tracy was the best - great follow up and continuous help."
No response provided.
- 10 [REDACTED] (March 27, 2010)
"Consistently high caliber of thinking and service. The recent "dashboard" improvement is awesome."
"Inform us about your staff changes."
- 10 [REDACTED] (March 24, 2010)
"responsitveness, love the new dashboard"

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"maybe a meeting with us in Admin on how to more effectively get data from our systems. Are you partnering up with any ATS/CRM? Could you partner with MaxHire to make it easier?"

10 [REDACTED] (March 30, 2010)
"Very responsive and able to adapt quickly to changing needs. Strongly committed to adding value to our business."

No response provided.

10 [REDACTED] (March 24, 2010)
"Excellent process and insightful feedback."
"Pricing should not be based on number of offices but rather either # of internal employees or revenue size."

10 [REDACTED] (March 24, 2010)
"The team at Inavero (tracy and genny) was a great team to work with. Even though they are two hours behind me, they were always pleasant to deal with when I called with any question. If I left a message or an email I got a prompt response."
"none at this time."

10 [REDACTED] (March 24, 2010)
"We've been extremely pleased with the improvements in the service since the outset; the dashboard and the Best in Staffing award category are tremendous. We feel your product truly allows us to better our service and differentiate ourselves. Most importantly; however, Eric is a great golf partner!"
"Help us solve our data collection process. We are getting better with our internal systems so most likely this is our problem to solve..."

10 [REDACTED] (March 25, 2010)
"This evaluation of the relationships with our clients is priceless and extremely valuable to our company."
"I cannot think of anything. Keep doing what you're doing."

10 [REDACTED] (March 24, 2010)
"great tool to know what is going on with your business both strengths and weaknesses"
"Everything was done efficiently and very organized"

10 [REDACTED] (March 24, 2010)
"They were very accessible to answer questions and helped provide strategy on follow-up after the survey."
"nothing right now."

10 [REDACTED] (March 24, 2010)
"The staff at Inavero definitely works as a partner through the entire package. They have been very open with feedback and suggestions to attempt to make the survey as good as it possibly can be."
No response provided.

10 [REDACTED] (March 25, 2010)
"Friendly, personal and timely service. I was given help when needed. someone responded quickly if i had to leave a message. Your product delivered what you promised. the followup information was helpful as well, ie.. what to do if you won best of staffing and how to best utilize in order to differentiate. I look forward to building a long term relationship."
"I only hoped that some of the premier type services would come down a bit in cost, at least for a first time user, so we could see the real value of these products."

10 [REDACTED] (March 24, 2010)
"Customer Service was Excellent. Tracy did a fantastic job, clearly sharing and explaining the survey process and was very responsive on feedback."
"You all did an excellent job. Can not think of anything at the moment."

10 [REDACTED] (March 24, 2010)

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"Great way to obtain feedback from our customers! The survey was short so as not to be a burden to our customers. A great marketing tool also.

We could view the responses as they came in. We were notified of any ratings below a certain mark to help us act on it if needed.

Also, Tracy responded quickly to any questions we had and kept us well informed."
No response provided.

10 [REDACTED] (March 24, 2010)

"The Best of Staffing Award is a good idea which was well executed by Inavero"

"Value = [benefit] - [cost].

I don't have any ideas on increasing the benefit but if you decrease the cost then the value goes up."

10 [REDACTED] (March 26, 2010)

"I think the more people in the study the more credibility the study has. I think this tells our customers a story."

"it really was a great process."

10 [REDACTED] (March 30, 2010)

"My representative was always very helpful. When I had specific questions she always replied or got back to me with an answer promptly! I would also recommend the survey to colleagues b/c the data compiled is helpful to understand our clients and how we can better service them."

"As I told my Inavero rep, when the survey was sold to us and we decided to participate we were under the understanding that the survey would come from CareerBuilder and not Inavero. When the survey was sent to our clients there was some confusion b/c they did not know what the survey was in reference to and who it came from or why they were even being asked to give feedback. I think that was mostly a lack of communication on my end but my rep thought that info was very helpful when looking at different response rates."

10 [REDACTED] (March 24, 2010)

"Extremely knowledgeable and helpful. Tracy helped me anytime I had a question. Very professional and well organized. Survey was easy to use and did not demand too much time."

"Nothing at this time"

10 [REDACTED] (March 25, 2010)

"Great customer service. Very attentive. Anytime I have a question, I get a quick response, and even a phone call from the principal."

"A little more lead time alert for any meeting requests - we are running very lean over here and can't respond as quickly as we would like. We're booked for a couple of weeks out at any given time. I think Inavero has addressed this well."

10 [REDACTED] (March 24, 2010)

"Good to use as sales tool."

"Nothing I can think of at this time."

10 [REDACTED] (March 31, 2010)

"Has provided good data and is easy to implement at a reasonable cost"

"More segmented data on comparables"

10 [REDACTED] (March 31, 2010)

"Results are factual and really helps us relay the message of our superior service to prospects."

"Billing is a little confusing."

10 [REDACTED] (March 26, 2010)

"Excellent customer service, straight forward reporting/analysis"

No response provided.

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- 10 [REDACTED] (March 24, 2010)
"Working with Tracy and Inavero has been great. You guys have been very patient with [REDACTED] in deciding what package to purchase and that did not go unnoticed! We love the idea of surveying our clients on a regular basis and more importantly doing something with the feedback. Thank you for providing us with the opportunity to do so."
"I'm not sure if it is something Inavero could specifically do, but we did hear through several other staffing companies that made the Best of Staffing list that they cherry picked their clients to survey. I kind of feel that it is an unfair advantage (although we did have one client we took out of the survey after it was sent due to contractual reasons because of the \$250 visa card) BUT I remind myself that listening and doing something about our client feedback...good, bad or ugly is much more important than making a list :)"
- 9 [REDACTED] (March 24, 2010)
"Best of staffing provides two major benefits - 1) PR - it's impressive anytime you can say you are one of the best in your industry. 2) Good to know what your clients really think about your services. This is something we feel we should do every year through a third party to get real results."
"Create a more cohesive marketing package. Let people know up-front about your pricing strategies. Change the headings on your contacts spreadsheet (where your clients upload their client info and emails) to be more self explanatory, i.e., "Client Company name. Client Company contact. Client email address. Your company contact name....."
- 9 [REDACTED] (March 30, 2010)
"Have a good process to reach out to customers, gather the data and report it in a meaningful way. From top to bottom you do what you say you are going to do and go the extra mile to deliver on your promises. Very pleased with our growing partnership!"
"Develop some ability to take the feedback and pareto it into the top positives and the developmental areas for a company. This is the payoff for doing the survey...actioning the feedback and I was left to do most of this analysis on my own. Would be a good added service (and revenue stream) for your business."
- 9 [REDACTED] (March 29, 2010)
"The Inavero team was very helpful and insightful in guiding our organization through the process. As well they helped us become educated in the Net Promoter methodology and were very direct in following up and making sure we were getting the value of their services."
No response provided.
- 9 [REDACTED] (March 25, 2010)
"The survey was thorough and the feedback given by those surveyed was very thorough. Your questions were written in such a way that respondents felt compelled to answer carefully and thoughtfully.Y"
"You are doing a great job!."
- 9 [REDACTED] (March 24, 2010)
"Providing value / consulting along w/ the program. Been there for problem solving."
"Change/modify the BEST OF STAFFING logo."
- 9 [REDACTED] (March 24, 2010)
"It is an excellent program for building awareness around customer service and customer loyalty levels. It would be even more relevant if we had more large companies to compare ourselves to. Most significant though is that this is the kind of award/status that will set us apart in the future."
"The logo is bit unsophisticated. The woodcut design/font is pretty casual. I'd like to see a more formal design that we can use in advertising as well as feel make me feel more ++comfortable printing in our annual report.

Although having overall winners is important, it would also be valuable to segment by staffing company type; blue collar, white collar, green collar - professional staffing vs. manufacturing. Also by industry focus: administrative, financial, legal, technology...etc. And - by company size."
- 9 [REDACTED] (March 24, 2010)
"It is a great system to get feedback from customers. The three question approach is simple and easy for

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clients."

No response provided.

9

[REDACTED] (March 24, 2010)

"My rep, Tracy Streebel, was very knowledgeable and responsive when I had questions. She made the process very easy and user-friendly."

"We had one detractor score. I would have like to know the company or individual name so I could follow up with corrective action as I did mid-process with a comment that came in from our client, [REDACTED]"

9

[REDACTED] (March 24, 2010)

"Tracy was amazing to work with. She promptly responded to all emails and calls, and always had answers/ advice when I asked for them. I never felt unsure of where we were at in the process. The email updates were frequent, but not too frequent. Thanks to Tracy and the Inavero gang, this was a painless process. I've entered many rankings and competitions on behalf of our company, and this was the most enjoyable experience I've had yet."

"I would suggest making the differences between the levels of membership a little more apparent earlier on. I realize it's our fault for not closely examining what we were missing out on with a basic membership, but it might be beneficial to Inavero to further stress the membership differences to participants. One other suggestion: the "Best of Staffing" winner logo seems a bit generic... might be nice to have a version that includes the Career Builder and Inavero logos to add some legitimacy."

9

[REDACTED] (April 2, 2010)

No response provided.

No response provided.

9

[REDACTED] (March 24, 2010)

"Responsiveness has been good as well as suggestions and recommendations. We are keen to see our first outcomes from the survey."

"At present nothing comes to mind."

9

[REDACTED] (March 24, 2010)

"You were able to get feedback from our clients, and you shared it in a prompt way."

"I am not sure, so far you are doing a good job."

8

[REDACTED] (March 24, 2010)

"The information provided from the basic package was valuable. Being named Best of Staffing was gratifying and will be used as a tool to assist in selling our services."

"The cost to upgrade and benefit from the entire package was too high. While we are considered a large staffing company (and are charged accordingly) we own and operate just over 20 offices. While we have almost 200 offices, the majority are franchised. Our size is typically based upon the sales volume (or number of offices) including those that we do not own. Therefore, a better method of pricing would be beneficial."

8

[REDACTED] (March 30, 2010)

"We had two clients who responded to the survey but their emails were never received and they kindly repeated the survey."

"Make sure the above doesn't happen again."

8

[REDACTED] (March 24, 2010)

"I believe in the science."

"Work toward better communication to utilize so we can increase the participation of clients."

8

[REDACTED] (March 24, 2010)

"Prompt and competent service, good reporting tools."

No response provided.

[REDACTED] (March 25, 2010)

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8 "I have enjoyed the partnership and the survey provided for us to find an independent way to reach out to our customers."
No response provided.

8 [REDACTED] (March 24, 2010)
"Inavero provides excellent customer service and custom solutions. However, a few speed bumps in our initial project kept me from selecting the 9 or 10 rating."
"Due diligence during the proposal process. Validate panel/list costs and vet customer lists (if a part of the proposal) before submitting a proposal. This should set Inavero apart from other companies and ensure a more even playing field in the proposal process."

8 [REDACTED] (March 29, 2010)
"While NPS is a good tool, I believe it's critical to provide data relevant to the locations."
"Provide location specific data and information."

8 [REDACTED] (March 24, 2010)
"I really like the new Dashboard tool. What I would still like more of are tools we can use to sell the results. I think Inavero thinks of themselves as data mining and collection primarily, and then gives us marketing materials and ideas to us at our request or as an after thought."
"More marketing ideas, canned quarterly releases that change each quarter, etc."

7 [REDACTED] (March 24, 2010)
"The responds was a low turnout which tells me something is now right for something that take 30 seconds to complete."
No response provided.

dk [REDACTED] (March 24, 2010)
"Haven't decided whether to proceed on after survey investment piece at this time."
No response provided.

dk [REDACTED] (March 24, 2010)
"I would not recommend this to a competitor but would recommend to a non-competitor...so Don't know really means it depends."
"the browser issue was a pain i. t.. a..and, that said, the Inavero team is very responsive to my team and I appreciate this a lot...limits the calls to me! PERFECT!
Also, I seriously question that 500 requests/responses for a national firm is statistically valid. There should be some minimum, say 20% of ALL clients that must respond, or some other number..after the webinar I did not have a sense of fairness when I realized the small numbers required of [REDACTED] and if this is really what it takes for a national to "qualify" then I will have to rethink our participation and future recommendation to other independents."