

# LOYALTY INDEX REPORT

Q2 2009

**82.4%**

LOYALTY INDEX

**85.3%**

PROMOTERS (9-10)

**2.9%**

DETRACTORS (0-6)

**68%**

RESPONSE RATE

**34**

RESPONSES

**OVERALL**  
**INAVERO**

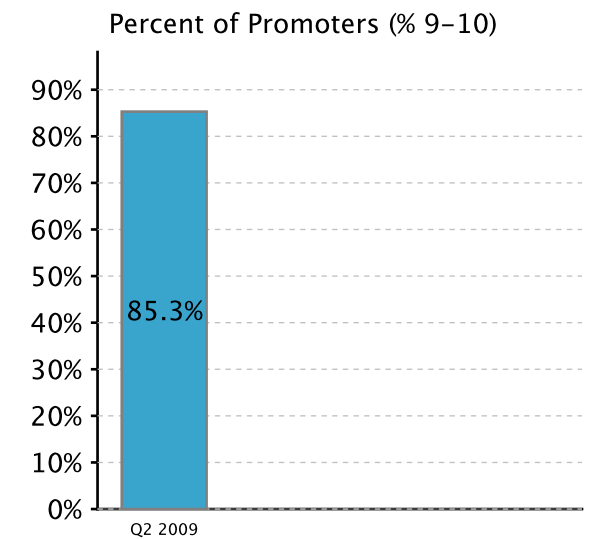
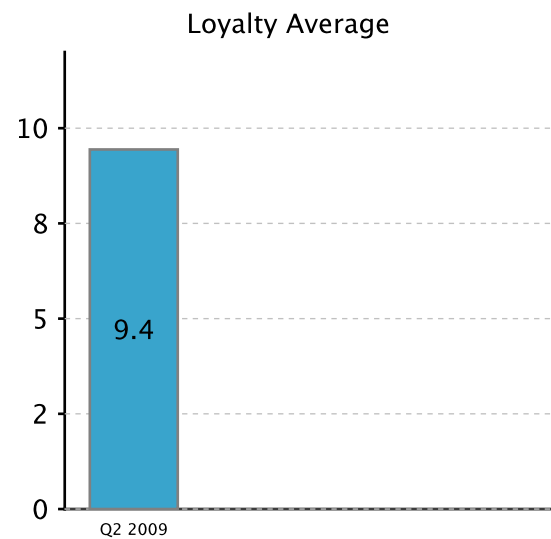
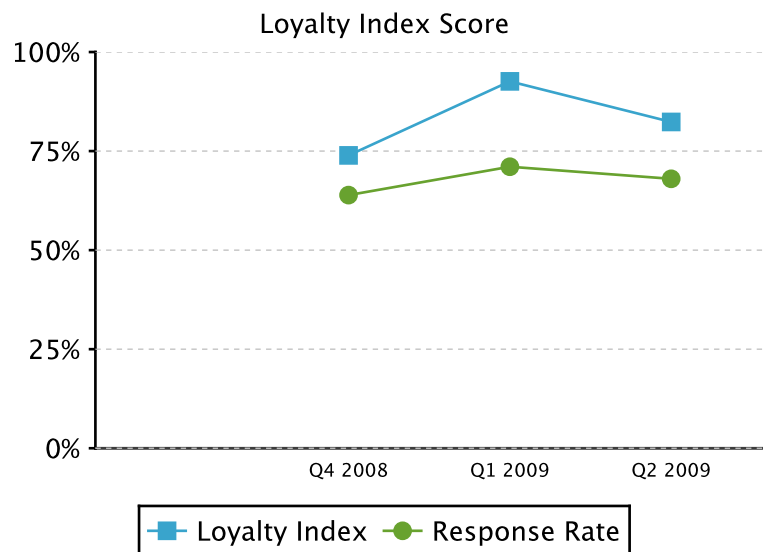
Q2 2009

404 NW 10th Ave Suite 201 Portland, OR 97209  
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# LOYALTY INDEX

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

	Q3 2008	Q4 2008	Q1 2009	Q2 2009
Loyalty Index Score:	n/a	73.9%	92.6%	82.4%
Loyalty Average:	n/a	9.2	9.5	9.4
Promoters (% 9-10):	n/a	76.1%	92.6%	85.3%
Passives (% 7-8):	n/a	21.7%	7.4%	11.8%
Detractors (% < 6):	n/a	2.2%	0%	2.9%
Responses:	n/a	46	27	34
Response Rate:	n/a	63.9%	71.1%	68%



<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

## CLIENT

What is the primary reason behind the rating you provided?

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10	Respondent Information Withheld	quality of research
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10	Respondent Information Withheld	The feedback from customers is invaluable
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10	Respondent Information Withheld	customer service, intelligence
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10	Respondent Information Withheld	No response provided.
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10	Respondent Information Withheld	excellent knowledge base, great CS, good presentation capabilities
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10	Respondent Information Withheld	The Inavero team has provided an excellent service for us to be able to improve our overall knowledge base we desperately need to improve our quality. I value the input they provide and "outside the box" thinking they bring to the table. Keep up the great work!
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# COMMENTS

## CLIENT

What is the primary reason behind the rating you provided?

10	Respondent Information Withheld	Responsiveness, knowledge, expertise, flexibility and support.
10	Respondent Information Withheld	Genny and Eric are the best! You continually go above and beyond for [redacted]. You are trusted advisors and true business partners. We are so happy that you are taking on our internal staff survey.
10	Respondent Information Withheld	Easy to work with. Hit's deadlines. Meets expectations.
10	Respondent Information Withheld	The product worked as explained to me. We had follow up and the results were explained to our understanding.
10	Respondent Information Withheld	I work directly with Genny. She is always so prompt in her responses. Her survey reports are clean, easy to read. Very easy to compare data from previous surveys.
10	Respondent Information Withheld	You guys are easy to work with, always available, and extremely professional, but it still feels like you're working with friends.

# COMMENTS

## CLIENT

What is the primary reason behind the rating you provided?

10	Respondent Information Withheld	Erig Gregg is extremely professional and presents data in a way in which the audience can take action based on the informaiton.
10	Respondent Information Withheld	Good service
10	Respondent Information Withheld	Continued dedication to understanding my needs and challenges with my best interests at the forefront.
10	Respondent Information Withheld	Genny provides excellent customer service! Is very responsive.
10	Respondent Information Withheld	You keep providing us with the methods and tasks associated with being a successful quality organization.
10	Respondent Information Withheld	Provide education that has helped us to position ourselves with our clients and prospects

# COMMENTS

## CLIENT

What is the primary reason behind the rating you provided?

10	Respondent Information Withheld	No response provided.
10	Respondent Information Withheld	The survey is a very valuable tool for us. The survey is well done and well respected in the industry. The people at Inavero are a pleasure to work with and their customer service is what you would like to see at your own company.
10	Respondent Information Withheld	The customer service. NPS in itself is not a hard survey to administer, but Inavero always brings insights and help with the process. Also since we change our list structure and CC process for the emails every 5 minutes, I would die without Genny's help. You guys are the best.
10	Respondent Information Withheld	What a great tool for us! Love the real-time e-mail for 8's and lower.
10	Respondent Information Withheld	Great partner with work with. Very knowledgeable on the industry and what we are trying to accomplish in our partnership
9	Respondent Information Withheld	No response provided.

# COMMENTS

## CLIENT

What is the primary reason behind the rating you provided?

9	Respondent Information Withheld	I felt that all of my questions were answered very well and that I was properly educated in this area. The individuals that were involved were very professional and not too pushy for the sale.
9	Respondent Information Withheld	No response provided.
9	Respondent Information Withheld	Responsiveness and the high level of customer service provided by Inavero.
9	Respondent Information Withheld	It as value to your company and is a greast toll with clents and candiates.
9	Respondent Information Withheld	Relevant information provided. Ability to utilize information to make any company better at what they do which might be of benefit to their organization.
8	Respondent Information Withheld	It was my first interaction and just need more time.

# COMMENTS

## CLIENT

What is the primary reason behind the rating you provided?

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8	Respondent Information Withheld	Good working experience with the Inavero team
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8	Respondent Information Withheld	Still a new customer and service/response so far has been great. Only concern is what appears to be a singular focus on the staffing market.
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7	Respondent Information Withheld	Price/value
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6	Respondent Information Withheld	<p>I have communicated most of my concerns and frutrations with this last round to Genny but will reiterate here. 1) We had more challenges this last round with the lists both internal (not as a result of Inavero) but also from Inavero where the non-responder lists went out as "whole" list versus just the non-responders. This prompted several emails to me that had to be answered after f/u w/ Genny. Corrections were sent but it created work and was visible. 2) The report delivery was VERY difficult - painful in fact for me personally. I spent 3 hrs one night distributing the reports to the field. Great it came in one file for me but had to open individually to get this accomplished. I am used to working long hours but it was tedious. 3) I had the same challenge as above for the logo distribution. It also took admin time to customize the press release by location. Another note - I truly appreciate Inavero and the fact that I get my questions answered timely. The presentation for the group towards the end was phenomenal and really helped our credibility with the program (continues to show the importance and ROI). This is critical as they will start being charged in January.</p>
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# COMMENTS

## CLIENT

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

10	Respondent Information Withheld	be more critical of the thinking going into surveys
10	Respondent Information Withheld	No
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	Nothing that you do already have on the table. I'll be looking to see how your work progresses regarding your dashboard and upcoming webinars.

# COMMENTS

## CLIENT

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 response provided.
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10	Respondent Information Withheld	Not at this time.
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10	Respondent Information Withheld	Not at this time.
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10	Respondent Information Withheld	No
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10	Respondent Information Withheld	Nothing!
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# COMMENTS

## CLIENT

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

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10	Respondent Information Withheld	I do not believe so
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10	Respondent Information Withheld	Change up email on each quarter. To similar, client assumes it the same from previous quarter
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10	Respondent Information Withheld	No response provided.
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10	Respondent Information Withheld	cheaper prices :-)
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10	Respondent Information Withheld	No response provided.
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10	Respondent Information Withheld	Share more ideas on how making NPS our operating system! (Like the WOW budget you do internally)
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# COMMENTS

## CLIENT

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 response provided.
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10	Respondent Information Withheld	No response provided.
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10	Respondent Information Withheld	Nothing I can think of.
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10	Respondent Information Withheld	no
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9	Respondent Information Withheld	No response provided.
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# COMMENTS

## CLIENT

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

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9	Respondent Information Withheld	Not really....my mind is made up to use these services soon.
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9	Respondent Information Withheld	No response provided.
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9	Respondent Information Withheld	No response provided.
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9	Respondent Information Withheld	No
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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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# COMMENTS

## CLIENT

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

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8	Respondent Information Withheld	No response provided.
8	Respondent Information Withheld	Reassure me that your firm is engaged in markets beyond just staffing. Provide information, stats and trends on other markets, for instance what typical rankings are for engineering companies, as that is one of our businesses.
7	Respondent Information Withheld	Be cost competitive.
6	Respondent Information Withheld	Anything to make #1 and #2 better would be a huge. I am aware of the "dashboard" which should help... My rating is based on the most "recent experience" during the survey date and report distribution ONLY.