

LOYALTY INDEX REPORT

Q3 2009

58%

LOYALTY INDEX

66.7%

PROMOTERS (9-10)

8.7%

DETRACTORS (0-6)

53.3%

RESPONSE RATE

72

RESPONSES

OVERALL
INAVERO

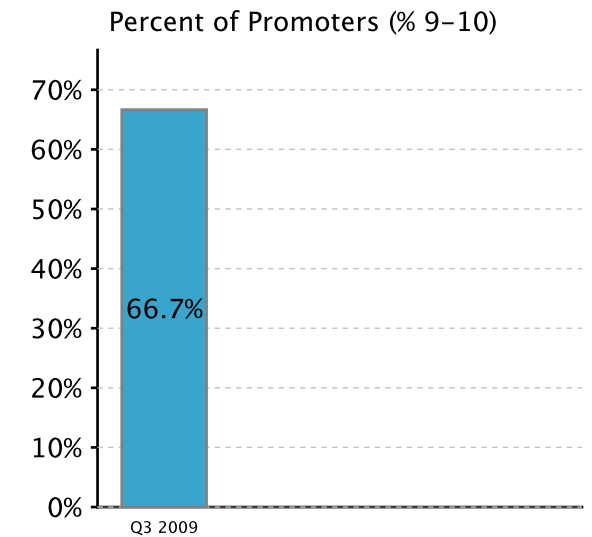
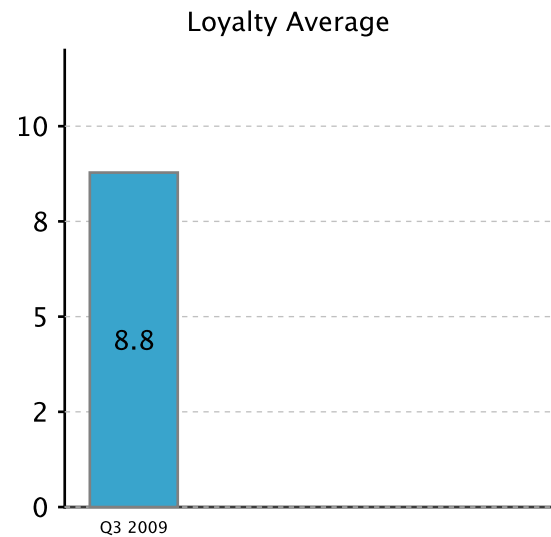
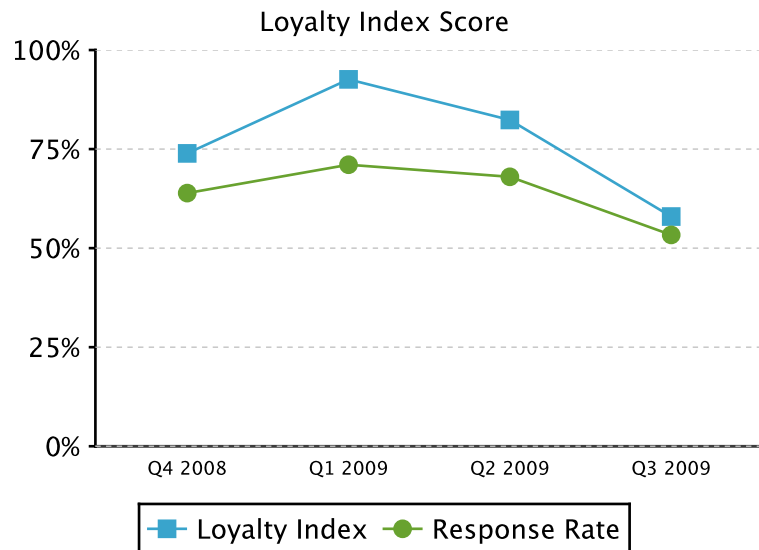
Q3 2009

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?

	Q4 2008	Q1 2009	Q2 2009	Q3 2009
Loyalty Index Score:	73.9%	92.6%	82.4%	58%
Loyalty Average:	9.2	9.5	9.4	8.8
Promoters (% 9-10):	76.1%	92.6%	85.3%	66.7%
Passives (% 7-8):	21.7%	7.4%	11.8%	24.6%
Detractors (% < 6):	2.2%	0%	2.9%	8.7%
Responses:	46	27	34	69
Response Rate:	63.9%	71.1%	68%	53.3%



¹Loyalty 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?

-
- | | | |
|----|------------|--|
| 10 | [REDACTED] | Love working with you guys, even though we have to be your most difficult client! Thanks for putting up with the process here. I know it can be stressful and frustrating. |
|----|------------|--|
-
- | | | |
|----|------------|---|
| 10 | [REDACTED] | Great tool to ensure we are doing all that is possible to provide the best products and services to our clients. The customer service provided by Inavero staff is excellent too. |
|----|------------|---|
-
- | | | |
|----|------------|--|
| 10 | [REDACTED] | great service, quick response and follow-up, pleasant and professional - as well as very knowledgeable |
|----|------------|--|
-
- | | | |
|----|------------|---|
| 10 | [REDACTED] | Top notch service and Eric is willing to entice me with Final Four tickets! |
|----|------------|---|
-
- | | | |
|----|------------|---|
| 10 | [REDACTED] | The survey we received was comprehensive and compiled in a timely manner. The communication with us was frequent and very responsive. |
|----|------------|---|
-
- | | | |
|----|------------|--|
| 10 | [REDACTED] | I truly feel that this is the best product on the market for my company and many others in my industry. Inavero is taylored perfect for the staffing industry. |
|----|------------|--|

COMMENTS

CLIENT

What is the primary reason behind the rating you provided?

10

[REDACTED]
[REDACTED]
[REDACTED]

Feedback from customers is honest

10

[REDACTED]
[REDACTED]
[REDACTED]

great customer service

10

[REDACTED]
[REDACTED]
[REDACTED]

Customer service and responsiveness. Although it has been limited interaction so far Genny Richards has been very helpful and support as we have begun the process for registering for the Best in Staffing survey.

10

[REDACTED]
[REDACTED]
[REDACTED]

Eric Gregg is the smartest person I know ;-). I really like the way the data is positioned and the suggested action items that can be taken based on the data.

10

[REDACTED]
[REDACTED]
[REDACTED]

No response provided.

10

[REDACTED]
[REDACTED]
[REDACTED]

No response provided.

COMMENTS

CLIENT

What is the primary reason behind the rating you provided?

-
- | | | |
|----|------------|--|
| 10 | [REDACTED] | The immediate feedback on negative responses to the survey was very helpful. |
|----|------------|--|
-
- | | | |
|----|------------|---|
| 10 | [REDACTED] | In-depth knowledge of measuring and increasing NPS scores within the staffing industry for both candidates and clients. |
|----|------------|---|
-
- | | | |
|----|------------|--|
| 10 | [REDACTED] | So Far everything seems to be on par with what was explained and promised during the sales portion of the relationship |
|----|------------|--|
-
- | | | |
|----|------------|-----------------------|
| 10 | [REDACTED] | No response provided. |
|----|------------|-----------------------|
-
- | | | |
|----|------------|---|
| 10 | [REDACTED] | Quick Service. Friendly, helpful staff. |
|----|------------|---|
-
- | | | |
|----|------------|---|
| 10 | [REDACTED] | Tracy is very helpful and is there to answer all of our questions |
|----|------------|---|

COMMENTS

CLIENT

What is the primary reason behind the rating you provided?

-
- | | | |
|----|------------|--------------|
| 10 | [REDACTED] | Good counsel |
|----|------------|--------------|
-
- | | | |
|----|------------|---|
| 10 | [REDACTED] | Inavero provides personal, customized service, geared to your business. |
|----|------------|---|
-
- | | | |
|----|------------|---|
| 10 | [REDACTED] | It's a service that any company can use to evaluate the level of service they provide to their customers. |
|----|------------|---|
-
- | | | |
|----|------------|--|
| 10 | [REDACTED] | Because you guys rock! You guys are great business partners and I appreciate Genny's fanatical responsiveness. |
|----|------------|--|
-
- | | | |
|----|------------|---|
| 10 | [REDACTED] | Responsive, responsive, responsive. Accuracy of good recommendations. |
|----|------------|---|
-
- | | | |
|----|------------|--|
| 10 | [REDACTED] | Surveys are my least favorite project.....until I worked with Eric Gregg and Inavero. This was the best survey that we've ever conducted, the emails, the feedback, the follow up and the report were excellent. |
|----|------------|--|
-

COMMENTS

CLIENT

What is the primary reason behind the rating you provided?

-
- | | | |
|----|------------|--|
| 10 | [REDACTED] | I gave this rating based on my experiences to date with inavero. While the relationship is young I am impressed by their unique service offering and by both Eric and Tracy. |
|----|------------|--|
-
- | | | |
|----|------------|---|
| 10 | [REDACTED] | Valuable in benchmarking our service. Offers insights from survey responders to better our business. The people that work at Inavero are pretty cool! |
|----|------------|---|
-
- | | | |
|----|------------|-----------------------|
| 10 | [REDACTED] | No response provided. |
|----|------------|-----------------------|
-
- | | | |
|----|------------|--|
| 10 | [REDACTED] | I believe in the concept and practice this myself. |
|----|------------|--|
-
- | | | |
|----|------------|---|
| 10 | [REDACTED] | Easy to do, good follow up and the results are compiled in an easy to read format |
|----|------------|---|
-
- | | | |
|---|------------|--|
| 9 | [REDACTED] | Results - we are able to use the results of our survey to plan for changes to improve service to our clients |
|---|------------|--|

COMMENTS

CLIENT

What is the primary reason behind the rating you provided?

9

the product/service you provide is valuable from what our executive team has explained.

9

High quality of customer service. Communication is impressive.

9

The team at Inavero has been very patient with our organization and very informative. I look forward to doing business with you guys in the future!

9

The survey was very detail and pertinent to our needs.

9

the information you recieve from the survey is one that you can put to work the next year to improve our services.

9

This is a great tool to use to show our clients and prospects how we are different and what our clients are saying about us.

COMMENTS

CLIENT

What is the primary reason behind the rating you provided?

9

[REDACTED]
[REDACTED]
[REDACTED]

I really like the feedback that we got from you, when your company sent us an email reminding us to send another email to our clients to answer the survey with the ones that haven't done it yet.

9

[REDACTED]
[REDACTED]
[REDACTED]

Service I received from Tracy & Eric. Love the concept.

9

[REDACTED]
[REDACTED]
[REDACTED]

No response provided.

9

[REDACTED]
[REDACTED]
[REDACTED]

No response provided.

9

[REDACTED]
[REDACTED]
[REDACTED]

Always very responsive to questions and very helpful through the actual survey process.

9

[REDACTED]
[REDACTED]
[REDACTED]

No response provided.

COMMENTS

CLIENT

What is the primary reason behind the rating you provided?

9

[REDACTED]
[REDACTED]
[REDACTED]

No response provided.

9

[REDACTED]
[REDACTED]
[REDACTED]

No response provided.

9

[REDACTED]
[REDACTED]
[REDACTED]

They provide a high level of customer service and integrity that's hard to find these days.

9

[REDACTED]
[REDACTED]
[REDACTED]

Account service that Genny provides, including management of our timeline and consistent updates to keep everyone on the same page. Overall ability of Inavero to keep your commitments throughout our process.

8

[REDACTED]
[REDACTED]
[REDACTED]

No response provided.

8

[REDACTED]
[REDACTED]
[REDACTED]

No response provided.

COMMENTS

CLIENT

What is the primary reason behind the rating you provided?

8

[REDACTED]
[REDACTED]
[REDACTED]

I have found the results of the survey we receive to be invaluable when communicating with our clients in regards to our performance improvements. The survey process is easy for us and the results are easy to read and to work with.

8

[REDACTED]
[REDACTED]
[REDACTED]

It was easy to take and understand, very few issues to interpret. Was a bit lengthy and time consuming.

8

[REDACTED]
[REDACTED]
[REDACTED]

Room For improvement

8

[REDACTED]
[REDACTED]
[REDACTED]

I am impressed with the reporting that Inavero provides

8

[REDACTED]
[REDACTED]
[REDACTED]

Great service

8

[REDACTED]
[REDACTED]
[REDACTED]

I think it gives a good idea of customer satisfaction, but 8 should be a promoter as well.

COMMENTS

CLIENT

What is the primary reason behind the rating you provided?

8

[REDACTED]
Express Employment Professionals

The service level has been outstanding on all levels. The feedback we get from Inavero is fantastic. I have been able to savor a couple client relationships due to instant feedback.

8

[REDACTED]
[REDACTED]
[REDACTED]

The follow up I needed was done with me evn though mt rep. was at the ILC conv. The survey is very informative

8

[REDACTED]
[REDACTED]
[REDACTED]

The two women I worked with were very helpful.

8

[REDACTED]
[REDACTED]
[REDACTED]

Good analytical tool

7

[REDACTED]
[REDACTED]
[REDACTED]

technology seemed sound

7

[REDACTED]
[REDACTED]
[REDACTED]

I find the survey valuable as long as you use the results to make improvements.

COMMENTS

CLIENT

What is the primary reason behind the rating you provided?

7

I receive good value with the feedback but clients are getting confused on the scaling system and rating us backwards. My fear is if they are rating us poor and didnt mean to we may be getting good rating when they are unwarrented.

7

not sure who else I could promote to as [REDACTED] already does that.

7

It appears that we do all the work to make sure our lists are correct and keep requesting that our clients and employees in the field please fill out the survey. We had wrong information pulled. Inavero or [REDACTED] ? It's great to see the results but it isn't anything I didn't expect to see or hear. We have always stayed on top of knowing how people feel regarding my organization. I feel like I'm paying for graphs. Cost vs results

6

Coming from the Homebuilding business - I find it very unusaul to have us call the client and to fill out the survey - I am use to the survey company doing the work. Bringing us back into it only leaves room for unbiase contamination. Also, I'm not sure why we are sending the same clients a surey every three months - Most clients really do not want to be bothered with it

6

It was less than a year between surveys and the majority of my clients are [REDACTED] and the survey was a lot of work to prepare for and the clients were busy with [REDACTED] so it was like pulling teeth to get them to respond- many of them i had to call and email both and beg.

COMMENTS

CLIENT

What is the primary reason behind the rating you provided?

6

[REDACTED]
[REDACTED]
[REDACTED]

I was dissapointed at the low response rate to the survey which i did not feel gave me a representative sample to judge our performance.

5

[REDACTED]
[REDACTED]
[REDACTED]

No response provided.

5

[REDACTED]
[REDACTED]
[REDACTED]

My contacts wouldn't really have a need for the services Inavero provides.

4

[REDACTED]
[REDACTED]
[REDACTED]

We had numerous clients get confused because we are the [REDACTED] and they thought we were the local [REDACTED]

DK

[REDACTED]
[REDACTED]
[REDACTED]

It depends on their need and whether or not the opportunity presents itself.

DK

[REDACTED]
[REDACTED]
[REDACTED]

This is my first experience working with Inavero, so I do not have an opinion yet.

COMMENTS

CLIENT

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

10	[REDACTED] [REDACTED] [REDACTED]	Nothing - everything is great.
10	[REDACTED] Express Employment Professionals [REDACTED]	Nothing that I can think of.
10	[REDACTED] [REDACTED] [REDACTED]	No - easy
10	[REDACTED] EdgeLink [REDACTED]	Just continue to evolve the business and make it easier to access data and results. It would be nice to have archived data easily accessible and run comparative analysis when needed.
10	[REDACTED] [REDACTED] [REDACTED]	We are very happy.
10	[REDACTED] [REDACTED] [REDACTED]	No response provided.

COMMENTS

CLIENT

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

-
- | | | |
|----|------------|----|
| 10 | [REDACTED] | no |
|----|------------|----|
-
- | | | |
|----|------------|-------------------------|
| 10 | [REDACTED] | not that I can think of |
|----|------------|-------------------------|
-
- | | | |
|----|------------|----------------------------|
| 10 | [REDACTED] | Nothing more at this time. |
|----|------------|----------------------------|
-
- | | | |
|----|------------|---|
| 10 | [REDACTED] | I would like to understand your offerings better, so I will be better able to explain your services if my client requires assistance [REDACTED] is not able to offer. |
|----|------------|---|
-
- | | | |
|----|------------|-----------------------|
| 10 | [REDACTED] | No response provided. |
|----|------------|-----------------------|
-
- | | | |
|----|------------|-----------------------|
| 10 | [REDACTED] | No response provided. |
|----|------------|-----------------------|

COMMENTS

CLIENT

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

10

[REDACTED]
[REDACTED]
[REDACTED]

Make the survey results a little shorter. The report at the end is too long. Maybe provide an executive summary.

10

[REDACTED]
[REDACTED]
[REDACTED]

No response provided.

10

[REDACTED]
[REDACTED]
[REDACTED]

We just started working with them, so at this point I would say no

10

[REDACTED]
[REDACTED]
[REDACTED]

No response provided.

10

[REDACTED]
[REDACTED]
[REDACTED]

No response provided.

10

[REDACTED]
[REDACTED]
[REDACTED]

No not at this time

COMMENTS

CLIENT

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

-
- 10 [REDACTED]
[REDACTED]
[REDACTED]
- Inavero needs better internal quality assurance so that we're not finding careless mistakes in reports and then have to spend time going back and forth to get those resolved.
-
- 10 [REDACTED]
[REDACTED]
[REDACTED]
- I can't think of anything
-
- 10 [REDACTED]
[REDACTED]
[REDACTED]
- Find a solution to prevent emails from going to spam or junk mail folders.
-
- 10 [REDACTED]
[REDACTED]
[REDACTED]
- No response provided.
-
- 10 [REDACTED]
[REDACTED]
[REDACTED]
- No response provided.
-
- 10 [REDACTED]
[REDACTED]
[REDACTED]
- Please just keep doing what you do.

COMMENTS

CLIENT

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

-
- | | | |
|----|------------|-------------------------|
| 10 | [REDACTED] | not that I am aware of. |
|----|------------|-------------------------|
-
- | | | |
|----|------------|-----------------------|
| 10 | [REDACTED] | No response provided. |
|----|------------|-----------------------|
-
- | | | |
|----|------------|-----------------------|
| 10 | [REDACTED] | No response provided. |
|----|------------|-----------------------|
-
- | | | |
|----|------------|---|
| 10 | [REDACTED] | We're working on getting better at it and making it a part of our operations and sales. |
|----|------------|---|
-
- | | | |
|----|------------|---|
| 10 | [REDACTED] | More time if possible between when the 1st emails go out and the follow up emails to those that haven't responded. Or emailing to the non-respondents on our behalf using our name. |
|----|------------|---|
-
- | | | |
|---|------------|-----------------------|
| 9 | [REDACTED] | No response provided. |
|---|------------|-----------------------|

COMMENTS

CLIENT

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

9

Brief explanation about when we will receive the 'good' news! It was discouraging to hear all the passives come through as "LOW" ratings and not receive any good news from all the 9's and 10's during this process. Then, finally the final report showed me who responded with 9's and 10's.

9

No, very satisfied

9

No response provided.

9

No response provided.

9

I can't think of anything right now.

9

Had the problem with our [REDACTED] list however I think this was a problem with [REDACTED] Department

COMMENTS

CLIENT

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

9

[REDACTED]
[REDACTED]
[REDACTED]

Not that I can think of.

9

[REDACTED]
[REDACTED]
[REDACTED]

Not at this time.

9

[REDACTED]
[REDACTED]
[REDACTED]

No response provided.

9

[REDACTED]
[REDACTED]
[REDACTED]

No response provided.

9

[REDACTED]
[REDACTED]
[REDACTED]

No response provided.

9

[REDACTED]
[REDACTED]
[REDACTED]

No response provided.

COMMENTS

CLIENT

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

9

[REDACTED]
[REDACTED]
[REDACTED]

No response provided.

9

[REDACTED]
[REDACTED]
[REDACTED]

Ensure the lists are going to the right location... Get us on the new program as quickly as possible ASSUMING all the hiccups and bugs have been worked out. We have a lot of units on the next round.

9

[REDACTED]
[REDACTED]
[REDACTED]

Not at this time (we're still pending our first report).

9

[REDACTED]
[REDACTED]
[REDACTED]

No response provided.

8

[REDACTED]
[REDACTED]
[REDACTED]

No response provided.

8

[REDACTED]
[REDACTED]
[REDACTED]

No response provided.

COMMENTS

CLIENT

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

8

[REDACTED]
[REDACTED]
[REDACTED]

We did not have the same response rate this year that we have had in the past and I don't know what to attribute that to. We did not have time to call our clients to encourage them to participate. We asked them to do so when we were on the phone with them to discuss other issues. If there is another process to increase the response rate, that would be helpful.

8

[REDACTED]
[REDACTED]
[REDACTED]

Not that I can think of.

8

[REDACTED]
[REDACTED]
[REDACTED]

Follow up with the client for us.

8

[REDACTED]
[REDACTED]
[REDACTED]

No response provided.

8

[REDACTED]
[REDACTED]
[REDACTED]

No response provided.

8

[REDACTED]
[REDACTED]
[REDACTED]

NA

COMMENTS

CLIENT

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

8

[REDACTED]
[REDACTED]
[REDACTED]

This year went very smooth and got immediate feedback and assistance whenever needed. Thank you

8

[REDACTED]
[REDACTED]
[REDACTED]

I would ask that they send out not just one reminder, but 2 about the deadline, and how important this information is to the local office

8

[REDACTED]
[REDACTED]
[REDACTED]

Not at the moment, but, based on my experiences so far, I know I'll be able to reach out to my contacts and expect help in a timely fashion.

8

[REDACTED]
[REDACTED]
[REDACTED]

No

7

[REDACTED]
[REDACTED]
[REDACTED]

I would like to know what the questions are beforehand.

7

[REDACTED]
[REDACTED]
[REDACTED]

no, I don't think so

COMMENTS

CLIENT

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

-
- | | | |
|---|------------|---|
| 7 | [REDACTED] | making the rating system easier to understand for respondents so we have true feedback. |
|---|------------|---|
-
- | | | |
|---|------------|-----------------------|
| 7 | [REDACTED] | No response provided. |
|---|------------|-----------------------|
-
- | | | |
|---|------------|---|
| 7 | [REDACTED] | Still continue to make the process explainable after each quarter. Participants feel like they have already told us how they feel! Why should they continue each and every quarter to do the survey? Maybe in the second requests you could identify those who have taken them "Have we carried out the requests and recommendations that you made previously?" Those clients who use all the time should be surveyed maybe twice a year. |
|---|------------|---|
-
- | | | |
|---|------------|---|
| 6 | [REDACTED] | Take the scrubbed list and get it done without kicking it back to us! |
|---|------------|---|
-
- | | | |
|---|------------|--------------------------|
| 6 | [REDACTED] | No- you guys were great. |
|---|------------|--------------------------|
-
- | | | |
|---|------------|-----------------------|
| 6 | [REDACTED] | No response provided. |
|---|------------|-----------------------|

COMMENTS

CLIENT

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

5

[REDACTED]
[REDACTED]
[REDACTED]

No response provided.

5

[REDACTED]
[REDACTED]
[REDACTED]

No.

4

[REDACTED]
[REDACTED]
[REDACTED]

Put an emphasis on [REDACTED] more.

DK

[REDACTED]
[REDACTED]
[REDACTED]

No response provided.

DK

[REDACTED]
[REDACTED]
[REDACTED]

No response provided.