

LOYALTY INDEX REPORT

Q4

73.9%

LOYALTY INDEX

76.1%

PROMOTERS (9-10)

2.2%

DETRACTORS (0-6)

63.9%

RESPONSE RATE

46

RESPONSES

OVERALL
INAVERO

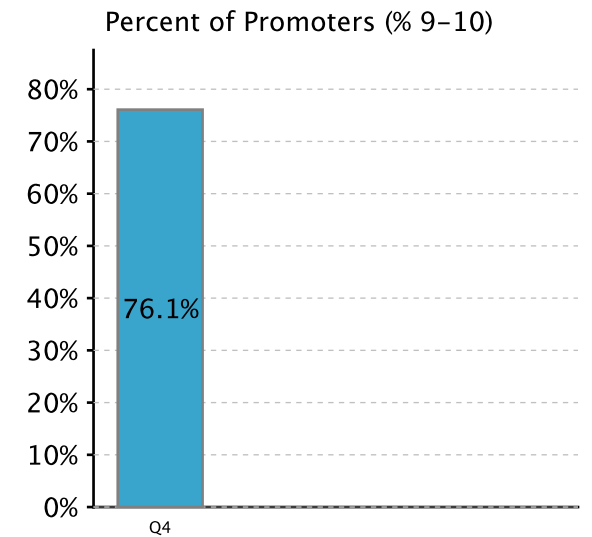
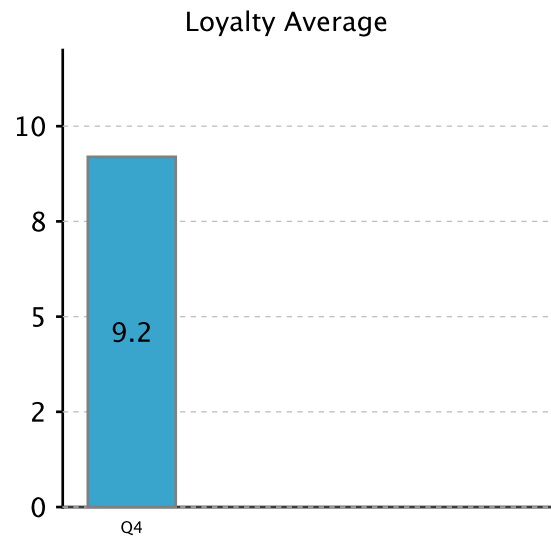
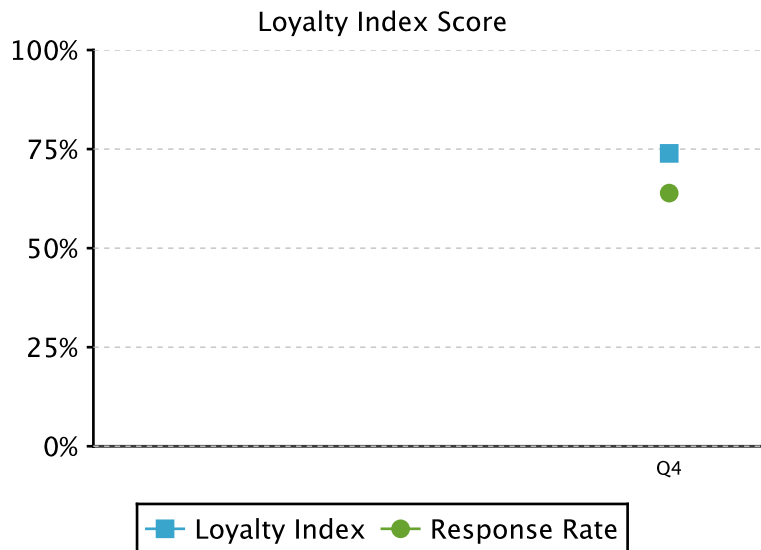
Q4 2008

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?

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



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

OTHER

What is the primary reason behind the rating you provided?

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- | | | |
|----|---------------------------------|--|
| 10 | Respondent Information Withheld | Genny and Eric have been great business partners and have continually gone above and beyond to meet and exceed the needs of the [Removed] organization. Thank you! |
|----|---------------------------------|--|
-
- | | | |
|----|---------------------------------|--|
| 10 | Respondent Information Withheld | Inavero staff are easy to work with. We are asked for the information much in advance with timely follow up, we are contacted if there are not enough contacts or info provided, there are workshops to go over the results to explain them to us, etc |
|----|---------------------------------|--|
-
- | | | |
|----|---------------------------------|--|
| 10 | Respondent Information Withheld | I found out great information regarding our service which clients did not tell me in person. |
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- | | | |
|----|---------------------------------|--|
| 10 | Respondent Information Withheld | The entire experience with your team was very professional and extremely efficient and friendly. |
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- | | | |
|----|---------------------------------|--|
| 10 | Respondent Information Withheld | I've had good experience with the firm both as a direct customer and an indirect customer through a professional association |
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- | | | |
|----|---------------------------------|---|
| 10 | Respondent Information Withheld | I find everyone at Inavero to be extremely knowledgable, accessible and easy to do business with. |
|----|---------------------------------|---|

COMMENTS

OTHER

What is the primary reason behind the rating you provided?

10	Respondent Information Withheld	Since I'm using the system, I know you know who I am!!! Also, I really believe in the net promoter and we've already seen benefits from it even though we haven't gotten our first set of numbers back... by the way, when are those coming?
10	Respondent Information Withheld	The flexibility, support, ease of working with the Inavero team, work ethic are unbeatable. Beyond that, you set the standard for providing exceptional customer service by putting into practice what you preach. Your integrity as a business, and value as a business partner is respected and appreciated.
10	Respondent Information Withheld	Seamless process, superior communication and responsiveness from inavero, quality findings and reporting of the data coupled with valuable industry statistics. Exceptional customer service.
10	Respondent Information Withheld	No response provided.
10	Respondent Information Withheld	It's easy to use, the results help improve my business.
10	Respondent Information Withheld	You have provided invaluable insight and analysis within our industry that has helped pave our way of thinking @ [Removed]. Not to mention, you guys are great to deal with as well!

COMMENTS

OTHER

What is the primary reason behind the rating you provided?

10	Respondent Information Withheld	The experience with Inavero has been a positive one. The survey produced helpful feedback from our clients and Eric did a great job in presenting the information to us in a useful way as well as coaching us on follow up with our clients and prospects.
10	Respondent Information Withheld	The reporting was very detailed and broken out by branch yet easy to read. The process is very simple for both our company and the person filling out the survey. The comparison to the industry is extremely helpful and meaningful.
10	Respondent Information Withheld	No response provided.
10	Respondent Information Withheld	The questions used in the surveys you do for us, are very easy to understand and the results from the survey are detailed.
10	Respondent Information Withheld	I've always enjoyed working with the staff and Eric at Inavero. Any questions I have regarding the results have been answered quickly, and the format is so helpful and easy to read.
10	Respondent Information Withheld	great service, great knowledge, fun to have drinks with

COMMENTS

OTHER

What is the primary reason behind the rating you provided?

10	Respondent Information Withheld	I know the managing partner and have a tremendous amount of respect for him.
10	Respondent Information Withheld	We have had very good success with Inavero. The feedback provided by our clients has been both confirming and, in some cases, unsettling. REgardless, the feedback helps us to improve and ask the question - "How can we be a 10 in your eyes?"
10	Respondent Information Withheld	I think inavero provides exceptional service and expertise which results in high quality research and data analysis.
10	Respondent Information Withheld	I thought Inavero was very professional, very responsive and offers a great tool to help us understand what our Cusomters think of us.
10	Respondent Information Withheld	They are responsive to our questions and needs. Genny and Eric provide helpful solutions to questions and problems.
10	Respondent Information Withheld	Inavero's team is always willing to tackle challenges we present them and have always returned polished, well thought out products.

COMMENTS

OTHER

What is the primary reason behind the rating you provided?

9	Respondent Information Withheld	The caliber of counsel
9	Respondent Information Withheld	Very knowledgeable, helpful, timely and courteous staff
9	Respondent Information Withheld	Eric's passion and personal commitment to make things work.
9	Respondent Information Withheld	we asked for a out of the box solution, and that's exactly what we received. everyone was easy to work with, and was dedicated to providing results, while maintaining data and surveying integrity.
9	Respondent Information Withheld	I found your service to be very friendl and responsive with a sense of urgency and enthusiasm.
9	Respondent Information Withheld	because I am able to create a business plan/retention plan to increase my loyalty base. I went up over 10pts. by just using the information as a means to get to know my customers better.

COMMENTS

OTHER

What is the primary reason behind the rating you provided?

9	Respondent Information Withheld	The product and the people have been tremendous
9	Respondent Information Withheld	No response provided.
9	Respondent Information Withheld	Our experience with your service and the information it provided us with along with better information provided us through your experiences with other staffing firms and surveys.
9	Respondent Information Withheld	Genny and Eric were excellent to work with. Very knowledgeable about market research and survey analysis.
9	Respondent Information Withheld	I have been very impressed with the professionalism, follow-up, and follow through of the staff that I have worked with during the survey process.
8	Respondent Information Withheld	I love the feedback we get from our clients. It helps us work on area we need improvement and continue doing the things the clients love.

COMMENTS

OTHER

What is the primary reason behind the rating you provided?

8	Respondent Information Withheld	Very efficient service, great follow up, professionalism, easy to read results
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8	Respondent Information Withheld	cost
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8	Respondent Information Withheld	No one is a ten
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8	Respondent Information Withheld	Cost. I know it is expensive and many people cannot afford to do this
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8	Respondent Information Withheld	I have been very pleased with the service
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8	Respondent Information Withheld	Great customer service.
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COMMENTS

OTHER

What is the primary reason behind the rating you provided?

8	Respondent Information Withheld	Very helpful in developing our thinking on the survey that we did; understanding what the focus of our questions should be to draw specific conclusions about what was most important to our customers.
7	Respondent Information Withheld	Reporting and consulting services provided.
7	Respondent Information Withheld	Always good to have a reliable source to gain customer satisfaction levels.
6	Respondent Information Withheld	We had a difficulty time in our little territory getting people to respond- I beleive we had 19 responses

COMMENTS

OTHER

What can Inavero do to increase the value that you receive from their services (i.e. reports, data analysis, contact management, etc).

10	Respondent Information Withheld	It would be great if the loyalty index system could somehow connect via APIs or if it was an ASP.
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10	Respondent Information Withheld	Can't think of anything
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10	Respondent Information Withheld	If the comments were not anonymous it would help us to improve our service
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10	Respondent Information Withheld	Provide at least one printed bound report for each survey results.
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10	Respondent Information Withheld	Nothing comes to mind.
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10	Respondent Information Withheld	I feel that Inavero provides a great deal of value already, but if I had to add something I would like to see a dashboard of results as we go through surveying. For instance, if I'm the project manager on the client side, I'd like to see the progress so far in terms of number of responses, response rate, some very raw findings.
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COMMENTS

OTHER

What can Inavero do to increase the value that you receive from their services (i.e. reports, data analysis, contact management, etc).

10	Respondent Information Withheld	I'm a closet techie, so being able to login realtime and peak at data as it is coming in would be cool. Otherwise, making sure the links work when they go out... we've had a couple of instances of trouble with that.
10	Respondent Information Withheld	No response provided.
10	Respondent Information Withheld	Perhaps additional industry comparative data for the individual divisions that participated (i.e. Statistics for the Accounting and Finance Staffing niche).
10	Respondent Information Withheld	No response provided.
10	Respondent Information Withheld	Nothing else, so far so good.
10	Respondent Information Withheld	I would be open to hearing about what other survey's or ideas we might consider when evaluating our customer loyalty. In other words, is there anything else we can do to enhance the experience with our customers...

COMMENTS

OTHER

What can Inavero do to increase the value that you receive from their services (i.e. reports, data analysis, contact management, etc).

10	Respondent Information Withheld	It would be great to see a link on the ASA website that would connect to a list of Inavero award winning companies. It seems like a win-win...more exposure for Inavero and an opportunity for companies like [Removed] to get further value from your services.
10	Respondent Information Withheld	For our company specifically, it would be helpful to have the ability to adjust some quesitons for niche staffing areas (i.e. security staffing, executive search).
10	Respondent Information Withheld	No response provided.
10	Respondent Information Withheld	nothing I can think of at this point.
10	Respondent Information Withheld	Maybe some follow up after the survey results come out.
10	Respondent Information Withheld	reduce price

COMMENTS

OTHER

What can Inavero do to increase the value that you receive from their services (i.e. reports, data analysis, contact management, etc).

10	Respondent Information Withheld	Absolutely nothing. Inavero has been very responsive to our company's needs.
10	Respondent Information Withheld	Maybe consider some joint advertising.
10	Respondent Information Withheld	I don't have any suggestions as it was all outstanding. In my opinion you are doing it all perfectly.
10	Respondent Information Withheld	Right now I have everything that I can think of to help me get out in the field and meet with customer's. If I run across something else that I need I will call and I am sure they will help.
10	Respondent Information Withheld	Would love an "audit" by inavero - meeting with our management/owners to go through the process we are using and help us streamline and be more effective with our clients/candidates. I think this should be part of the quarterly fee and then happen every 12 - 18 months. Report with a ranking with similar companies (ie: tech recruiters, etc) of where you are ... not just the score.
10	Respondent Information Withheld	Reporting. As our NPS program matures, we are looking for ways to tie the NPS scores with our revenue. There is little information on this subject.

COMMENTS

OTHER

What can Inavero do to increase the value that you receive from their services (i.e. reports, data analysis, contact management, etc).

9	Respondent Information Withheld	More promptness in report follow ups, such as revisions or answers to specific queries
9	Respondent Information Withheld	Sort and group comments and client suggestions
9	Respondent Information Withheld	Data analysis, comment analysis, actionable suggestions with analysis, segmenting and grouping data. Dude--just call me, we can go for hours on this one bro. Take care-
9	Respondent Information Withheld	ideas about other reports we should be looking into
9	Respondent Information Withheld	I liked the conference call to the [Removed] team and the inperson explanation to management about the results. Very helpful.
9	Respondent Information Withheld	More comments. I know a lot a clients will not write out answers however this information is the most beneficial.

COMMENTS

OTHER

What can Inavero do to increase the value that you receive from their services (i.e. reports, data analysis, contact management, etc).

9	Respondent Information Withheld	No response provided.
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9	Respondent Information Withheld	good infomration to use to help improve your business.
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9	Respondent Information Withheld	Keep getting deeper into your analysis and provide added and value added information.
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9	Respondent Information Withheld	Although very pleased, the overall format of report could have been more visually aesthetic.
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9	Respondent Information Withheld	nothing at this time from the branch level.
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8	Respondent Information Withheld	Help us get more responses back. What can we do to get more clients to understand how important their response is to running a business.
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COMMENTS

OTHER

What can Inavero do to increase the value that you receive from their services (i.e. reports, data analysis, contact management, etc).

8	Respondent Information Withheld	more incentives for clients to complete the survey
8	Respondent Information Withheld	nothing
8	Respondent Information Withheld	nothing with the exception of communication all the time
8	Respondent Information Withheld	I know that alot of people do not like to reveal who they are but knowing possibly who co's. are would help correct some feedback. I was a little dissapointed by the lack of responses. Would like to see higher response rate since I am told that is always high.
8	Respondent Information Withheld	nothing
8	Respondent Information Withheld	More comprehensive data analysis and reports. Also, to be more proactive in collecting the information they need to submit the surveys to clients. I would have liked to see what the survey looked like to a client.

COMMENTS

OTHER

What can Inavero do to increase the value that you receive from their services (i.e. reports, data analysis, contact management, etc).

8	Respondent Information Withheld	survey delivery timing was stretched too long; final product was not "market ready"...may have been that my expectations of the final documents were not what Inavero thought was to be delivered.
7	Respondent Information Withheld	Reports can be a little more intuitive.
7	Respondent Information Withheld	Lower the cost of the survey
6	Respondent Information Withheld	Your service is really great - Maybe add some phone calls to make it more personal>