

NPS: Net Promoter Score®

Billetts America uses a simple metric to help us drive focus on our customers: the Net Promoter Score®. We measure customer loyalty by asking clients one simple question: “On a scale of 0-10, how likely are you to recommend Billetts America to a friend or a colleague?”

We are constantly striving to earn our customers loyalty because we know that loyal customers can positively influence others in the market and they form longer, deeper relationships. Companies such as General Electric have made the NPS a integral part of their business success measurement system, highlighting research that shows that companies with the highest NPS in their industry grow on average 2.6 times faster than their competition.

In January of 2007 we completed our customer survey via a third party customer research company. The results speak for themselves;

- **96%** of Billetts America customers are **Likely or Certain to recommend Billetts America** to a friend or a colleague
- **Excellent customer feedback**
 - “Billetts America **drives great business value**, not least because it provides an objective platform for debate with our media buyers”
 - “Billetts America is **strong in the invaluable area of collaboration**. Modifying reports to complement our needs has been done willingly, with grace and with enthusiasm”
 - “Very thorough. Easy to understand, **good insights**”
- **Billetts America has a Net Promoter Score® higher than some of the most respected companies in business today:**



NOTE: Fred Reichheld developed the NPS framework and disciplines. See <http://www.bain.com/theultimatequestion/home.asp> for more about his recent publication entitled “The Ultimate Question”