



Net Promoter[®] Score

Survey Results for

Sample Company

May 11, 2016

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Introduction

Report Summary

This Report provides both summary and detail data of the responses received throughout the survey period.

In the section for Individual responses, the section for tags includes unique identifies such as the Response ID and the associated contact along with additional data elements that were provided in the initial data file such as Role, Location, Region, Person, etc. In the comments section, if no response was indicated for a given question, no additional text is included.

Survey Summary

Response Rate

The number of responses is compared to the number of contacts initially uploaded minus any bounces from the initial survey distribution. This statistic calculates the number of unique recipients that have clicked through to the survey.

Response Rate: 67%

Net Promoter Score

The Net Promoter Score is calculated by subtracting the % of Detractors from the % of Promoters.

Your Net Promoter Score: 43.6



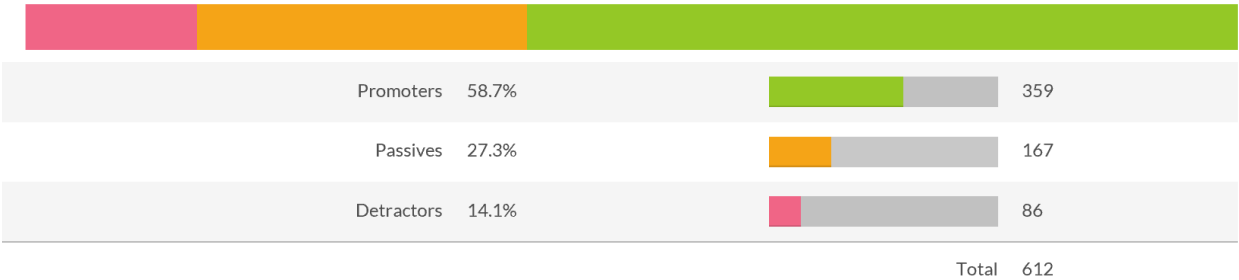
Promoters	57.2%		435
Passives	29.2%		222
Detractors	13.6%		103

Total 760

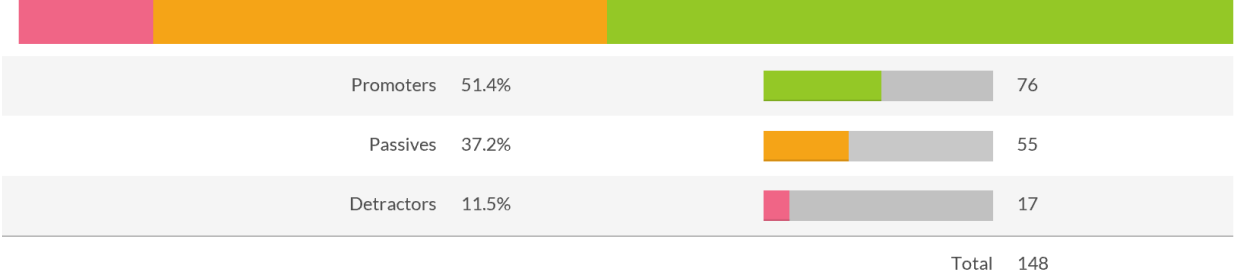
Net Promoter Score

NPS by Account Type/Division

Account Type/Division 1 – NPS: 44.6



Account Type/Division 2 – NPS: 39.9



● NPS by Branch

Branch	Detractors	Passives	Promoters	NPS
Atlanta Branch	10	20	33	36.5
Birmingham Branch	6	28	62	58.3
Chicago Branch	11	5	9	-8.0
Duluth Branch	6	19	16	24.4
Elgin Branch	6	17	45	57.4
Franklin Branch	12	14	18	13.6
Indianapolis Branch	5	6	12	30.4
Junction City Branch	4	18	25	44.7
Kansas City Branch	3	2	27	75.0
Muncie Branch	11	5	9	-8.0
Portland Branch	7	7	6	-5.0
Richmond Branch	2	6	16	58.3
Seattle Branch	8	18	45	52.1
St. Louis Branch	4	9	8	19.0
Wilmington Branch	5	2	2	-33.3

● NPS by Region

Region	Detractors	Passives	Promoters	NPS
South	11	5	9	-8.0
Southwest	4	10	30	59.1
East	2	9	31	69.0
West	5	3	4	-8.3
Northeast	3	2	27	75.0
Northwest	2	7	9	38.9
Central	3	8	7	22.0

● NPS by Sales Rep

Sales Rep	Detractors	Passives	Promoters	NPS
Amanda Robinson	5	10	15	33.3
Brenda Smith	4	7	14	40.0
Carla Wilkins	3	19	21	41.9
Debra Sawyer	0	0	1	100.0
Erica Tripp	1	7	11	52.6
Frank Marshall	4	8	9	23.8
Gary Williams	0	4	5	55.6
Hector Rodriguez	0	3	21	87.5
Ingrid Morrison	1	2	2	20.0
Jackie Thomas	3	5	15	52.2
Kirk Sable	11	5	9	-8.0
Larry Saxton	2	2	1	-20.0
Marsha Hess	7	7	6	-5.0
Nancy Brickman	2	4	10	50.0
Oliver Walker	2	6	15	56.5

● NPS by Customer Type

Customer Type	Detractors	Passives	Promoters	NPS
Manufacturing	14	23	109	65.1
Warehouse	16	35	65	42.2
Logistics	56	108	185	37.0
Telecom	2	2	1	-20.0

● NPS by Primary Service Line

Primary Service Line	Detractors	Passives	Promoters	NPS
Industrial	14	23	109	65.1
Office/Clerical	16	35	65	42.2
Creative	56	108	185	37.0

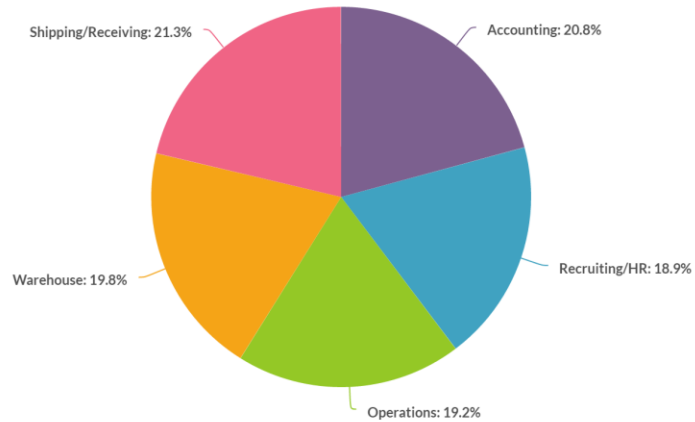
● NPS by Size

Size	Detractors	Passives	Promoters	NPS
> \$1,000,000	2	11	30	65.1
\$500K - 1M	4	18	38	56.7
\$200 - 500K	13	28	92	59.4
\$100 - 200K	10	36	65	49.5
\$25-100K	26	33	74	36.1
< \$25K	31	40	60	22.1

Role

Role

The number of responses by Role.



Value	Percent	Count
Accounting	20.8%	128
Recruiting/HR	18.9%	116
Operations	19.2%	118
Warehouse	19.8%	122
Shipping/Receiving	21.3%	131
Total		615

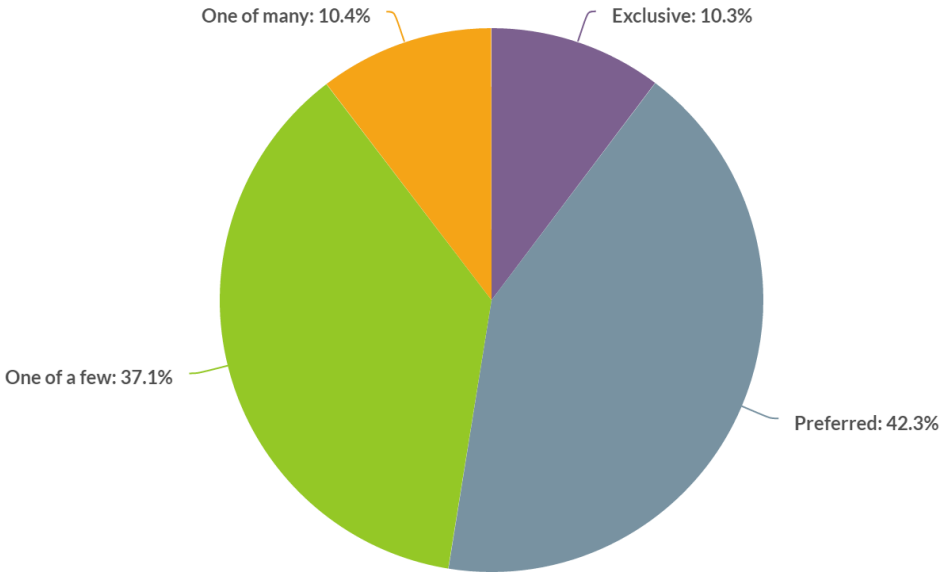
NPS by Role

Role	Detractors	Passives	Promoters	NPS
Accounting	7	22	59	59.1
Recruiting	20	27	44	26.4
Operations	13	28	92	59.4
Warehouse	36	61	166	49.4
Shipping/Receiving	14	44	71	44.2

Relationship Perception

Current Relationship

The number of responses by relationship perception.



Value	Percent	Count
Exclusive	10.3%	57
Preferred	42.3%	235
One of a few	37.1%	206
One of many	10.4%	58
Total		556

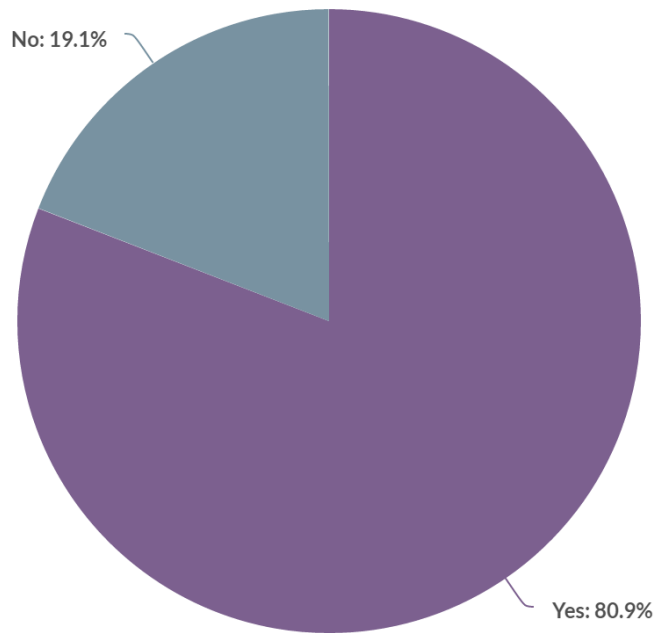
NPS by Relationship

NPS by Account type, by relationship perception.

Relationship	Detractors	Passives	Promoters	NPS
Exclusive	3	10	44	71.9
Preferred	5	49	181	74.9
One of a few	46	72	88	20.4
One of many	23	15	20	-5.2

Testimonial

The number of responses from promoters (those that responded to NPS question with a rating of a 9 or a 10) allowing feedback to be used as a testimonial.



Value	Percent	Count
Yes	80.9%	266
No	19.1%	63
Total		329

Individual Responses

Promoters

Each individual response from the survey that has responded to the Net Promoter Score survey question with a rating of 9 or 10 is included in this section.

N P S R a t i n g	Respondent	Comments
10	<p>Patrick Warick ABC Industries</p> <p>Response submitted: 2016-09-03 11:42:50</p> <p>Tags: 1 100103941 Chief Executive Officer Northwest Brenda Bomgarden</p>	<p>Relationship perception: Exclusive</p> <p>Reason rating provided: The team is fantastic to work with! They always bring new ideas to us and we can always count on them to go above and beyond to deliver what our customers need.</p> <p>May the feedback be used as a testimonial: Yes</p>
N P S R a t i n g	Respondent	Comments
9	<p>Timothy Tripp Parts Co</p> <p>Response submitted: 2016-10-10 11:43:15</p> <p>Tags: 2 100109747 Sr. Buyer South Brenda Bomgarden</p>	<p>Relationship perception: One of a few</p> <p>Reason rating provided: Excellent Customer Service</p> <p>May the feedback be used as a testimonial: No</p>

Passives

Each individual response from the survey that has responded to the Net Promoter Score survey question with a rating of 7 or 8 is included in this section.

NPS Rating	Respondent	Comments
8	<p>Yolanda Yu North Machines</p> <p>Response submitted: 2016-09-07 11:47:15</p> <p>Tags: 22 100964083 South Brenda Bomgarden</p>	<p>Relationship perception: Preferred</p> <p>Reason rating provided: Always knowledgeable and anxious to help</p> <p>How you could add value to the relationship: Relationship is good but could be better if the response times were reduced</p>
NPS Rating	Respondent	Comments
8	<p>Robert Red North Machines</p> <p>Response submitted: 2016-09-07 11:49:53</p> <p>Tags: 26 100103512 Parts Buyer Northwest Frank Fickle</p>	<p>Relationship perception: One of a few</p> <p>Reason rating provided: They respond quickly when prompted but it would be better if there were more updates on our order status so we wouldn't have to keep checking.</p> <p>How you could add value to the relationship: Send out tracking numbers when the shipments are shipped</p>

Detractors

Each individual response from the survey that has responded to the Net Promoter Score survey question with a rating of 6 or below is included in this section.

NPS Rating	Respondent	Comments
5	<p>Jackie Hingle Newco</p> <p>Response submitted: 2016-10-07 13:43:21</p> <p>Tags: 97 100173545 CFO Northwest Frank Fickle</p>	<p>Relationship perception: One of a many</p> <p>Reason rating provided: Another provider recently opened up a closer location so we've used them instead which helped to reduce our costs.</p> <p>How you could add value to the relationship: We would use more if geographic coverage was expanded or if pricing was more competitive.</p>
NPS Rating	Respondent	Comments
2	<p>Victor Vasquez North Machines</p> <p>Response submitted: 2016-11-01 14:41:39</p> <p>Tags: 112 100348264 Plant Manager Northwest Frank Fickle</p>	<p>Relationship perception: One of a few</p> <p>Reason rating provided: Slow to respond to our needs</p> <p>How you could add value to the relationship: Increase the speed of orders</p>

Responses by Question



1. Net Promoter® Score

How likely is that you would recommend [%Company or Company Division] to a friend or colleague? *

Rating from 0-10 with 0 being Not at all Likely and 10 being Extremely Likely.

NPS Rating	Count
10	98
9	66
8	42
7	11
6	1
5	12
4	0
3	1
2	0
1	0
0	2



2. Feedback

Please share why you selected a rating of [%Question1 response].

Free text. (Comments are grouped according NPS group.)

Promoters

Contact	Response
Patrick Warick ABC Industries	The team is fantastic to work with! They always bring new ideas to us and we can always count on them to go above and beyond to deliver what our customers need.
Timothy Tripp Parts Co	Excellent Customer Service
...	...

Passives

Contact	Response
Yolanda Yu North Machines	Always knowledgeable and anxious to help
Robert Red North Machines	They respond quickly when prompted but it would be better if there were more updates on our order status so we wouldn't have to keep checking.
...	...

Detractors

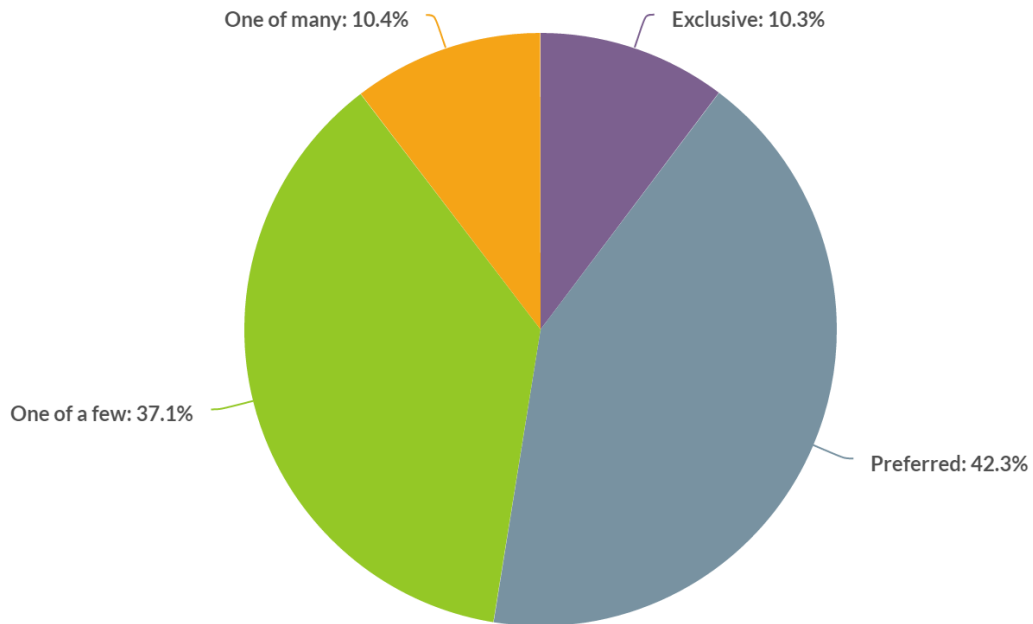
Contact	Response
Jackie Hingle Newco	Another provider recently opened up a closer location so we've used them instead which helped to reduce our costs.
Victor Vasquez North Machines	Slow to respond to our needs
...	...



3. Relationship

Select your current relationship with [%Company or Company Division].

Option of 4 selections: *Exclusive, Preferred, One of a few, One of many.*



Value	Percent	Count
Exclusive	10.3%	57
Preferred	42.3%	235
One of a few	37.1%	206
One of many	10.4%	58
Total		556



4. Actionable Insights

Please share the most important thing that [%Company or Company Division] could do to add value to your relationship?

Free text. (This question was only presented if the response to the NPS question was not a 9 or a 10)

Response
Increase the speed of orders
We would use more if geographic coverage was expanded or if pricing was more competitive.
Send out tracking numbers when the shipments are shipped
Relationship is good but could be better if the response times were reduced
...



5. Testimonials

May we use the feedback you provided as a testimonial?

Option of 2 selections: Yes, No.

This question was only presented if the response to the NPS question was a 9 or a 10 and the information included in this section if the Contact selected Yes to this question and provided a response to Question #2.

Contact	Testimonial
Patrick Warick <i>Chief Executive Officer</i> ABC Industries	The team is fantastic to work with! They always bring new ideas to us and we can always count on them to go above and beyond to deliver what our customers need.
...	...

Summary

● Take Action!

One of the most important elements of performing a Net Promoter® Score survey is reviewing responses and taking action based upon the feedback and insights provided.

● Contact us

Should you have any questions regarding this report or the content within, please contact us at info@butlerstreetllc.com or by calling 877-BEST-440 (877-237-8440).

Appendix A – Survey Questions

- Each respondent was asked 4 questions. Depending upon the response to the first question, they were guided to either respond to Question 4 or Question 5.

1. Net Promoter® Score

How likely is that you would recommend [%Company or Company Division] to a friend or colleague? *

Rating from 0-10 with 0 being Not at all Likely and 10 being Extremely Likely.

2. Feedback

Please share why you selected a rating of [%Question1 response].

Free text.

3. Relationship

Select your current relationship with [%Company or Company Division].

Option of 4 selections: Exclusive, Preferred, One of a few, One of many.

4. Actionable Insights

Please share the most important thing that [%Company or Company Division] could do to add value to your relationship?

Free text.

5. Testimonial

May we use the feedback you provided as a testimonial?

Option of 2 selections: Yes, No.

Appendix B – Survey Distribution & Timeline

- The survey was distributed by Butler Street Research, a Butler Street Holding company based upon the data provided each program participant.

The initial survey was distributed on [%Date] and closed on [%Date]. Reminders were delivered to contacts that had not unsubscribed in-between the survey open and close dates.