

# Communicate your program to a new client

From time to time, [Brand] will ask you to provide feedback on your experience working with them. This feedback is core to what makes them stand out from competitors as it fuels continuous improvement.

We understand how important your time is, so our system leverages a simple 3-question survey based on the Net Promoter(r) methodology developed and validated by client loyalty expert and author Fred Reichheld.

The premise of this system focuses on continuous measurement, improvement and responsiveness around a seminal question "would you recommend this company to a friend or colleague?" coupled with your comments and suggestions for improvement. Asked on a scale from zero to ten, "promoters" (9's & 10's), "passives" (7's & 8's), and "detractors" are identified to produce a single Net Promoter Score(r) or NPS (calculated by subtracting the percentage of "detractors" from the percentage of "promoters"). [Brand] is extremely proud that **67% of their clients gave a score of 9 or higher** in the most recent survey and service levels **have consistently earned the Best of Staffing award for exceptional client service.**

While perfection may be unattainable, [Brand] views it as an extremely worthy goal and therefore treat any score less than a 9 as a significant opportunity for improvement.

You've hired [Brand] to be your [industry] partner and to help your organization meet its flexible talent needs. They commit to constantly aspiring to excellence in that relationship, and while they are always open to feedback and suggestions, we also hope you'll take a few minutes to rate them - good or bad - as part of their formal survey program.

---

Eric Gregg  
CEO  
www.clearlyrated.com  
Direct: 503.542.3332