






Many companies claim that they have the "Best service in the business" but few even have a way to measure how happy customers are. Here at Copiers Northwest we have a system that allows us to capture feedback after every service call. We use the Net Promoter Score system [www.netpromoter.com](http://www.netpromoter.com)

The average N. American company has a Net Promoter Score® of 30.

Some well-loved companies reach scores into the 70s and 80s

NPS® Leaders - N. America 2021		
Company		NPS
Southwest		71
Ritz Carlton		70
USAA		69
H-E-B		65
Cricket Wireless		54
Apple		51

NPS scores published by Satmetrix Systems



How likely are you to recommend to a colleague or friend?



<b>NPS®</b>	=	<b>% of PROMOTERS</b> (9s and 10s)	-	<b>% of DETRACTORS</b> (0 through 6)
<b>89.19</b>		<b>68 (91.89%)</b>		<b>2 (-2.70%)</b>

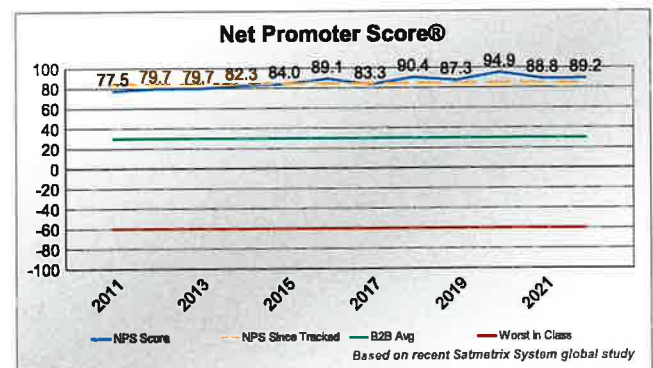


<b>NPS®</b>	=	<b>% of PROMOTERS</b> (9s and 10s)	-	<b>% of DETRACTORS</b> (0 through 6)
<b>84.63</b>		<b>4953 (87.93%)</b>		<b>186 (-3.30%)</b>

The Net Promoter Score (NPS)®, is a straightforward loyalty metric that holds companies and employees accountable for how they treat customers. It is both a loyalty metric and a discipline for using customer feedback to fuel profitable growth in your business. Employees at all levels of the organization understand it, opening doors to customer centric change and improved performance.



**Data Collection and NPS® Verification**  
 powered by CEO Juice Inc.



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\* Ranking among US and Canada copier dealers using the NPS® system provided by CEO Juice.

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