COPIERS NORTHWEST
New Ideas. New Solutions.

Measuring Customer Satisfaction

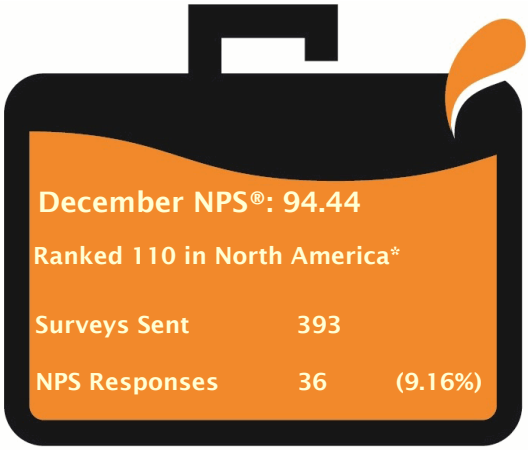
Many companies claim that they have the "Best service in the business" but few even have a way to measure how happy customers are. Here at Copiers Northwest we have a system that allows us to capture feedback after every service call. We use the Net Promoter Score system www.netpromoter.com

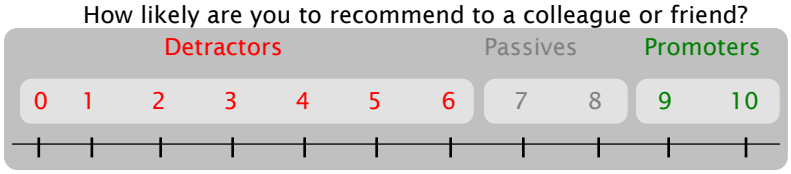
NPS® Leaders - N. America 2024	
Company	**NPS**
Amazon	83
T-Mobile	82
USAA	75
Southwest	71
Apple	61

NPS scores published by Satmetrix Systems

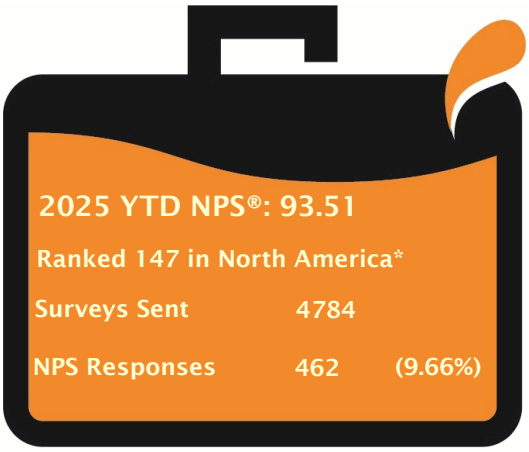
The average N. American company has a Net Promoter Score® of 30.

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



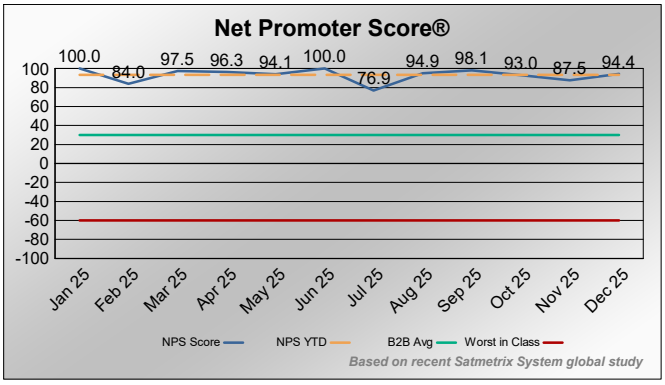


NPS® 94.44 = % of PROMOTERS (9s and 10s) 34 (94.44%) - % of DETRACTORS (0 through 6) 0 (0.00%)



NPS® 93.51 = % of PROMOTERS (9s and 10s) 441 (95.45%) - % of DETRACTORS (0 through 6) 9 (-1.95%)

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.*

*** Net Promoter, NPS, and Net Promoter Score are trademarks of Satmetrix Systems, Inc., Bain & Company, and Fred Reichheld*