

THE NAPL NETWORK



NAPL/NAQP Customer Satisfaction Index(CSI)

How likely are you to recommend us to colleagues and friends?		Response Percent	Response Total
Very Unlikely		1.3%	4
Unlikely		1.3%	4
Not Sure		5.2%	16
Likely		26.5%	82
Very Likely		65.8%	204
Total # of respondents 355. Statistics based on 310 respondents; 0 filtered; 45 skipped.			

Please share with us the percentage of overall printing services we currently supply you. Your answers are anonymous.		Response Percent	Response Total
Less than 25%		36.6%	105
26% to 50%		16.4%	47
51% to 75%		13.9%	40
Greater than 75%		33.1%	95
Total # of respondents 355. Statistics based on 287 respondents; 0 filtered; 68 skipped.			

What additional products or services would you like us to offer in the future?		Response Percent	Response Total
Marketing Program		24.6%	17
Consultation			
Web Design		56.5%	39
Brand Imaging & Design		44.9%	31
Other		13%	9
Total # of respondents 355. Statistics based on 69 respondents; 0 filtered; 286 skipped.			

Five Star Performance Report

Industry: Printing and Related Support Activities

Printer abc: Anytown, USA

	Your Scores	Industry Averages
Loyalty Index	90%	90%
Client Share	62%	53%
Product Quality	96%	91%
Service Satisfaction	95%	93%

Your Five Star Ratings	
Loyalty Index:	★ ★ ★
Client Share:	★ ★ ★ ★
Product Quality:	★ ★ ★ ★
Service Satisfaction:	★ ★ ★ ★

Percentile Calculations							
Loyalty Index		Client Share		Product Quality		Service Satisfaction	
Greater than 96%	★ ★ ★ ★ ★	Greater Than 62%	★ ★ ★ ★ ★	Greater than 97%	★ ★ ★ ★ ★	Greater than 97%	★ ★ ★ ★ ★
93% to 96%	★ ★ ★ ★	57% to 62%	★ ★ ★ ★	94% to 97%	★ ★ ★ ★	94% to 97%	★ ★ ★ ★
90% to 92%	★ ★ ★	47% to 56%	★ ★ ★	90% to 93%	★ ★ ★	90% to 93%	★ ★ ★
81% to 89%	★ ★	42% to 46%	★ ★	87% to 89%	★ ★	87% to 89%	★ ★
Less than 81%	★	Less than 42%	★	Less than 87%	★	Less than 87%	★