

We measure customer satisfaction using a system called Net Promoter ScoreSM, or NPS[®].

NPS is measured by asking: “On a scale of 0-10, How likely would you be to recommend a friend or colleague to use this service?”

Zero is not at all likely, and 10 is highly likely.

NPS scores range from NEGATIVE 100 to POSITIVE 100, and the formula is:

$$\text{NPS} = (\% \text{ of } 9 \text{ or } 10 \text{ answers}) - (\% \text{ of } 0 \text{ to } 6 \text{ answers})$$

Answers of 7 or 8 do not count.

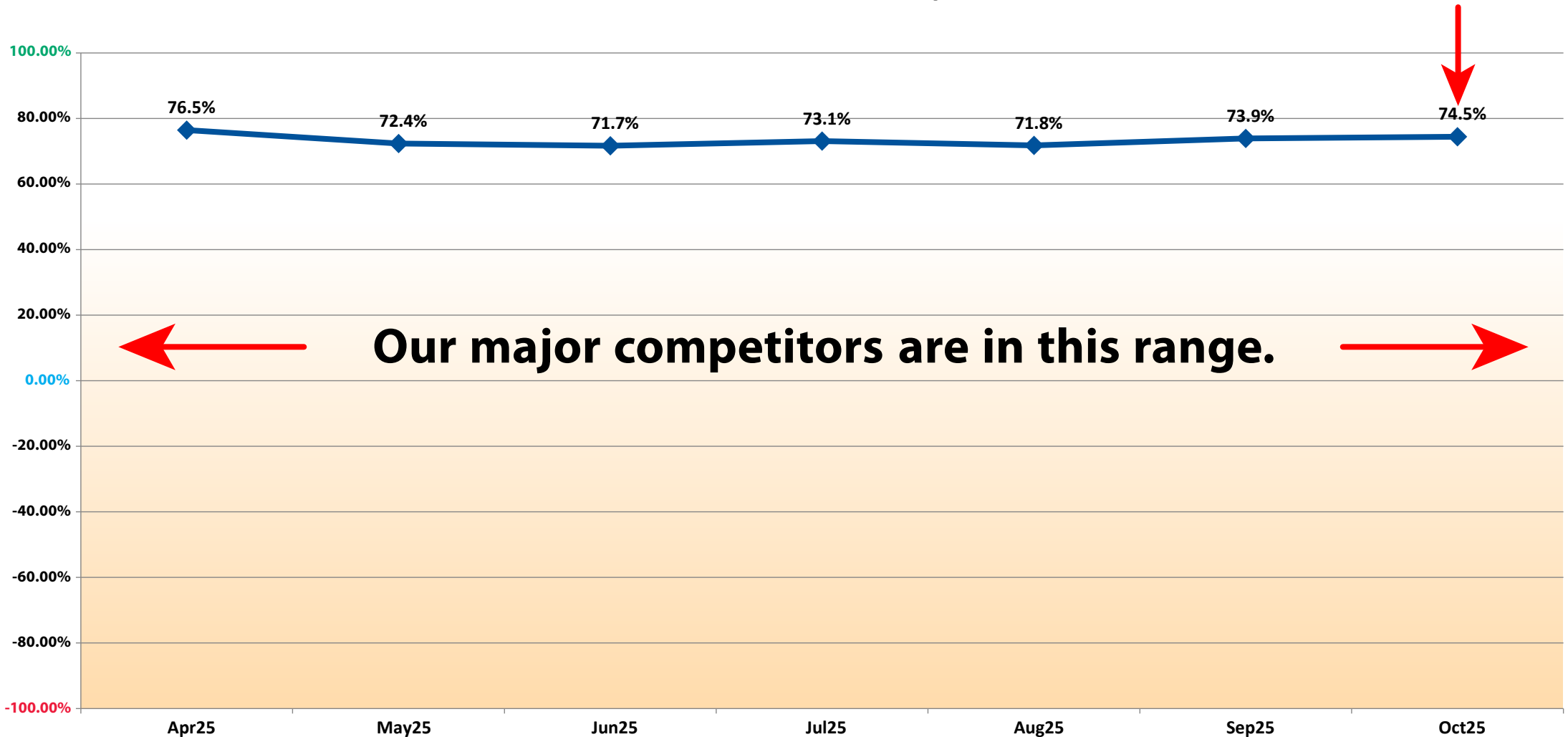
Search for NPS of our two largest competitors, and you will usually find scores which hover from slightly above/below zero to the teens.

Our 6-month moving average is about 80 which is 60 to 70 points higher than our major competitors because most of our customers rate us 9 or 10!



NPS 6-Month Moving Average

Corporate Payroll Services is here.



Our major competitors are in this range.