

Better than the rest...

The Net Promoter Score shows our success in the IT industry, and why customer focus and service excellence make the difference.

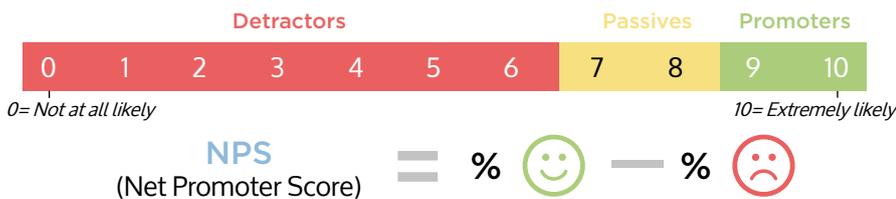
"Extensive research has shown that your NPS acts as a leading indicator of growth. If your organisation's NPS is higher than those of your competitors, you will likely outperform the market, and managing your organisation to improve NPS will also improve your business performance."

Bain & Company research*



What is Net Promoter Score (NPS)?

NPS measures the quality of a company's relationships with its current customers. It does this by asking a simple question to gauge satisfaction with a company's product or service and their loyalty to the brand. This metric then scores the company on an index to provide one score that can be benchmarked against other competitors.



Our NPS score

+46

Using the NPS framework, we conducted a survey of our customers. Backbone Connect scored +46, which is exceptional for our industry.

How do we compare?

In an industry full of large suppliers with notoriously bad customer service, our score of 46 is significantly better than our competitors.

Colt +23	BT -7
Virgin +9	TalkTalk -12
Verizon +7	EE -17
Sky -5	Vodafone -18

Why is NPS important when choosing an IT provider?

- The IT industry includes a substantial number of suppliers, so customers have extensive choice. But they need differentiators like NPS to give a real measure of a companies ability to provide great service.
- Customers of large carriers and suppliers can often find themselves trapped in long-term contracts with poor customer service levels that they can't get out of. NPS is a specific measure of customer satisfaction and helps to give insight into a suppliers ability to give outstanding service.
- NPS is a leading indicator of company growth. By selecting a supplier with a high NPS score you are choosing one that is growing organically, is primed for future growth and has a focus on customer service and satisfaction.

Learn more about Net Promoter Score at:

www.netpromoter.com/know/

*www.netpromotersystem.com/about/how-is-nps-related-to-growth.aspx