

NPS IN A NUTSHELL

It's important for us to provide parents with peace of mind by giving children an exceptional education every fun-filled day in a place as nurturing as home. As part of our commitment to keeping our families happy, we do a survey twice a year to gauge customer satisfaction and customer loyalty. The survey we use is the NPS.

WHAT NPS IS

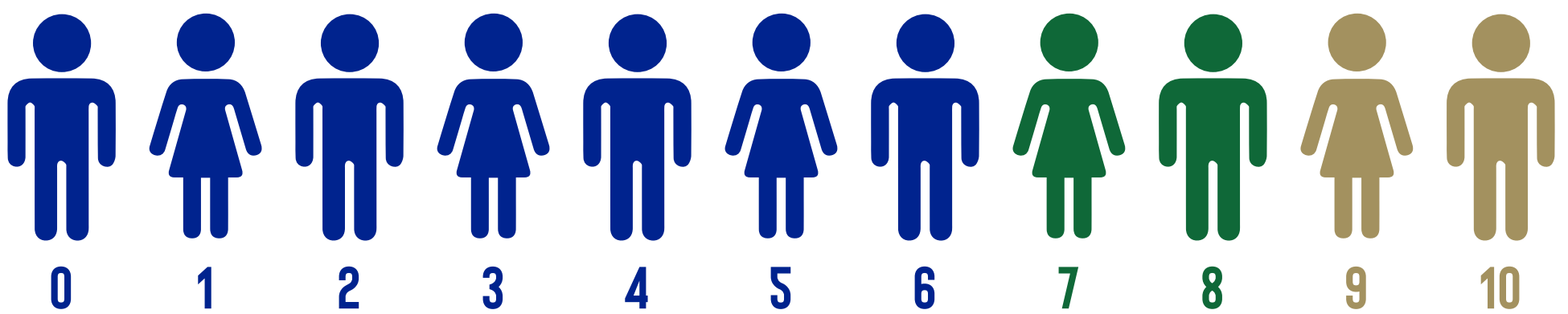
NPS

IS SHORT FOR NET PROMOTER SCORE

Net Promoter Score is an alternative to traditional customer satisfaction research and gauges customer loyalty

HOW NPS IS CALCULATED

CUSTOMERS WHO PARTICIPATE in an NPS survey are classified as one of the following after submitting their responses to the question, "How likely are you to recommend our school to a friend or colleague?"



DETRACTORS

THOSE WHO SELECT 0-6

Unhappy customers, high likelihood for negative word of mouth, high churn rate.

PASSIVES

THOSE WHO SELECT 7-8

Currently satisfied but easily tempted by your competition.

PROMOTERS

THOSE WHO SELECT 9-10

Typically loyal enthusiastic customers likely to recommend you.

WHAT THE SCORE MEANS



$$\text{NPS} = \% \text{ PROMOTERS} - \% \text{ DETRACTORS}$$

- 0** Any negative NPS scores (scores less than zero) indicate that improvement is needed
- 0-30** A score of 0-30 is considered good
- 30+** Scores above 30 are considered great
- 30-50** Most industry benchmark scores are between 30 and 50
- 50+** NPS scores above 50 are difficult to achieve and are typically associated with the most respected companies in the world

HOW WE RATE

OUR NPS SCORE IS 60

We have a score similar to companies like:



THIS IS A VERY GOOD INDICATION THAT OUR FAMILIES ARE HAPPY WITH THE EDUCATION AND CARE THAT WE ARE PROVIDING!