

A MESSAGE FROM
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President*NET PROMOTER SCORE –
THE ULTIMATE QUESTION

The Net Promoter Score (NPS) was created by loyalty expert Fred Reichheld of Bain & Co. and Satmetrix Systems Inc., a leading enterprise customer experience management company. It measures customer experience and profitable growth, using a simple and radical question: How likely is it that you would recommend our company to a friend or colleague?

As part of their extensive research into customer loyalty and growth, Bain & Co. and Satmetrix looked for a correlation between survey responses and actual behaviour – repeat purchases, or recommendations to friends and colleagues that would ultimately lead to profitable growth.

Based on information from 4,000 consumers, over two years, the group ranked a variety of survey questions according to their ability to predict this desirable behaviour. By far the top ranking question was - How likely is it that your clients will recommend your company to a friend or colleague?

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All companies seeking to constantly improve their customer satisfaction metric are ultimately pursuing the goal of improving customer loyalty, which is a very powerful contributor to company growth and brand awareness.

Loyalty is the willingness of someone – a customer, an employer, a friend – to make an investment or personal sacrifice in order to strengthen a relationship. When customers

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All companies want happy, satisfied customers, right? It's a no brainer. And companies want customers who want to use the services or product over and over again. I mean, let's face it, that is the only thing that truly builds a sustainable business.



So why is it so hard to find out how people are feeling? I can tell you that it is easy to know when they are angry; there is no doubt of their position. But to determine a customer's level of satisfaction is like trying to find out who was Mom's favorite. It's the best kept secret in the world.

Part of the problem is that most of us are simply too busy dealing with life to respond to surveys. They are usually too long and no one wants to end up on a mailing list.

Paul Davis Systems has been involved in surveying customers for over 20 years. Did we understand the responses? No. Did we do anything with the responses? No. However, in 2006 we discovered "The Ultimate Question". A question so simple and powerful that it would indicate whether or not a customer would use our services again. It is a question that is easy and fast to answer.

Please enjoy an article on customer satisfaction that may change the way you look at everything.

Working with PDS Canada



Professional Standards

- Every franchisee has IICRC and Mould Remediation Certification
- Emergency Response Program
- 24-hour emergency service
- 2-hour response time

Consistent Job Costing

PDS Canada provides accurate and professional estimates within 48 hours of a claim, utilizing Xactimate software.

Efficient Project Management

Projects are monitored and managed utilizing our Job Processing Program software to deliver high quality work on time, and on budget.

Risk-Free Service

All PDS Canada work is guaranteed through our CSI Warranty Program.

Services

- Full General Contracting
- Full Cleaning Services, Building and Contents
- Emergency After Hour Services
- Secure Contents Storage
- Mould Remediation

Net Promoter Score –

act as references, they do more than indicate that they've received good economic value from a company; they put their own reputations on the line.

The NPS is really a new effective customer service management tool. It is simple for customers to respond to, it allows companies to report timely data that are easy to react on, and it is a simple metric for employees to understand within a company quality assurance and customer service program. In addition to being an effective customer service management tool the NPS system also allows companies to manage privacy issues by using NPS scores rather than individual responses.

Calculating Your NPS Score

Calculating the NPS is based on the fundamental perspective that every company's customers can be divided into three categories: Promoters, Passives, and Detractors.

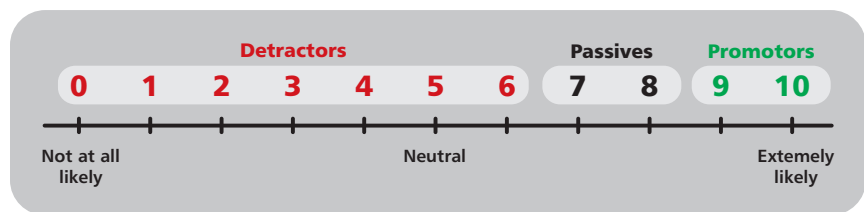
By asking one simple question - How likely is it that you would recommend PDS to a friend or colleague? - we can track these groups and get a clear measure of our company's performance through our customers' eyes. Customers respond on a 0 - 10 point rating scale and are categorized as follows:

Promoters (score 9-10) are loyal enthusiasts who will keep buying and refer others, fueling growth

Passives (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings

Detractors (score 0-6) are unhappy customers who can damage your brand and impede growth through negative word-of-mouth

How likely is it that your clients will recommend your company to a friend or colleague?



$$\text{NPS} = \% \text{ of PROMOTORS (9s and 10s)} - \% \text{ of DETRACTORS (0 through 6)}$$

The Ultimate Question

To calculate your company's NPS, take the percentage of customers who are Promoters and Subtract the percentage who are Detractors.

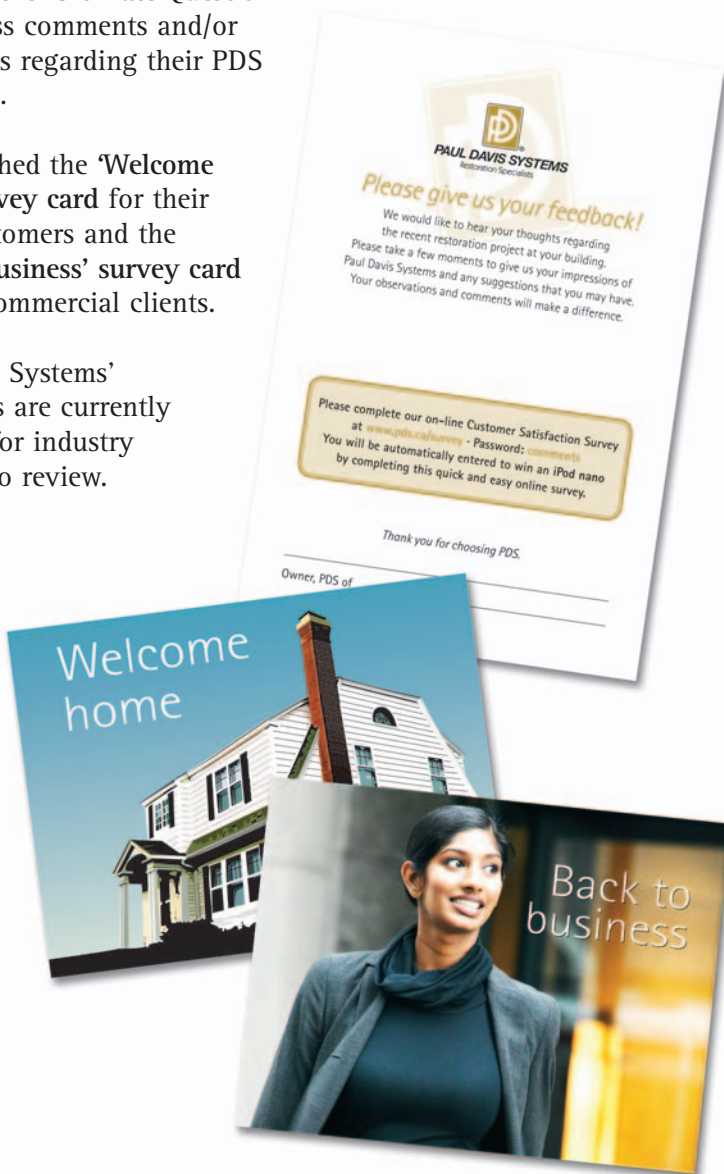
The NPS is more than a metric to measure customer experience and profitable growth – it has become a discipline by which companies profitably grow by focusing on their customers.

The goal is simple: increase the percentage of Promoters and decrease the percentage of Detractors. These are two distinct processes that must be managed and the NPS captures both.

In January 2007 Paul Davis Systems implemented the Net Promoter Scoring system across its National Network. Customer surveys are completed at the end of every claim/ project, allowing the customer to answer the 'Ultimate Question' and express comments and/or suggestions regarding their PDS experience.

PDS launched the 'Welcome Home' survey card for their Retail Customers and the 'Back to Business' survey card for their commercial clients.

Paul Davis Systems' NPS scores are currently available for industry members to review.



CSI – Risk Free Services

CSI stands for Completion Services Inc. It is an independent corporation owned and funded by all authorized Paul Davis Systems' offices.

This warranty is unique in our industry as it allows us to provide our services risk-free.

Backed by the CSI Guaranty, a standard customer survey is used along with signed work orders and Completion Certificates.

CSI certificates are issued yearly at the insurer's request, and cover individual per job occurrences up to \$50,000.

This program guarantees job completion and payment and it also guarantees risk-free service for the Insurer.

PACK-OUT SERVICES

Paul Davis Systems has integrated Assured Software's Pack-Out Inventory Program with our PDS pack-out and cleaning procedures. After contents leave the insured's property we are able to provide a detailed content listing with integrated photos.

This list breaks out damaged and salvaged items. It lists and photographs existing and pre-existing conditions and, it can be provided in many electronic formats.

For the contents being cleaned, the process is streamlined keeping a full chain of custody as the contents travel from the home to the cleaning facility where they are cleaned, stored and returned.

PDS OFFICE FOCUS



Meet Carmen Siciliano – PDS of Toronto

Co-owners Carmen Siciliano and Stacey Wicks have over the last 10 years built PDS of Toronto/ York Region into a very progressive restoration operation which is housed in an 18,000 SF facility incorporating a state of the art contents processing area and an on-site training facility.

Both coming from service backgrounds Carmen and Stacey are proud of their customer service record. “We review the complete job scope with the homeowner before we begin the work and a follow up satisfaction visit is always completed,” commented Carmen.

Meet Michael Hunter – PDS of Saint John

Michael Hunter AIC, has been in the insurance industry for 31 years and had become a small business owner prior to opening PDS of Saint John in June of this year. Michael’s knowledge and experience in the insurance industry allows him to provide an excellent PDS customer experience on each and every claim.

The PDS of Saint John team is very excited that they have the opportunity to offer the advantage of a locally owned and operated business, combined with the support and integrity of the National PDS Network. Michael believes in the value of community service and is a volunteer with the Transit, School Board and Minor Hockey.



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