

# 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

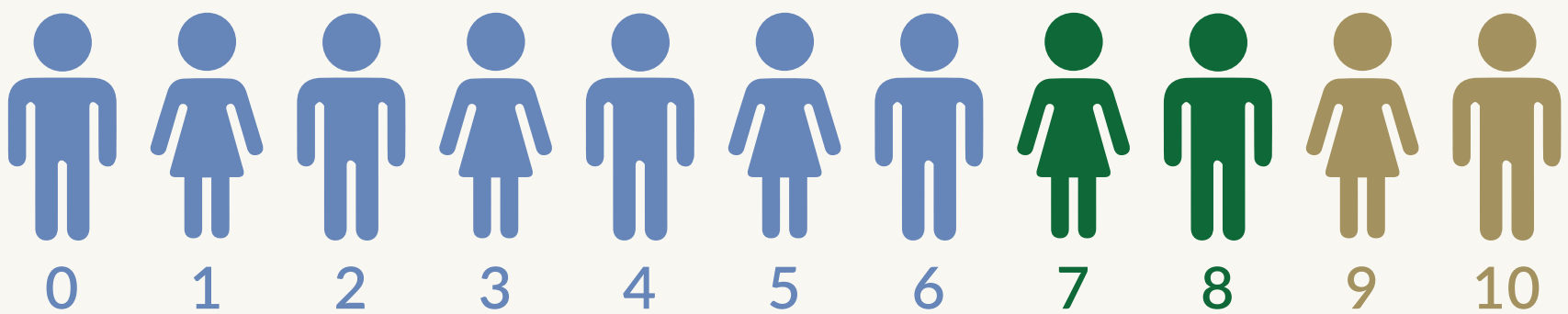
# NPS

## 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                                                                      | PASSIVES                                                    | PROMOTERS                                                       |
|---------------------------------------------------------------------------------|-------------------------------------------------------------|-----------------------------------------------------------------|
| THOSE WHO SELECT 0-6                                                            | THOSE WHO SELECT 7-8                                        | THOSE WHO SELECT 9-10                                           |
| Unhappy customers, high likelihood for negative word of mouth, high churn rate. | Currently satisfied but easily tempted by your competition. | 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

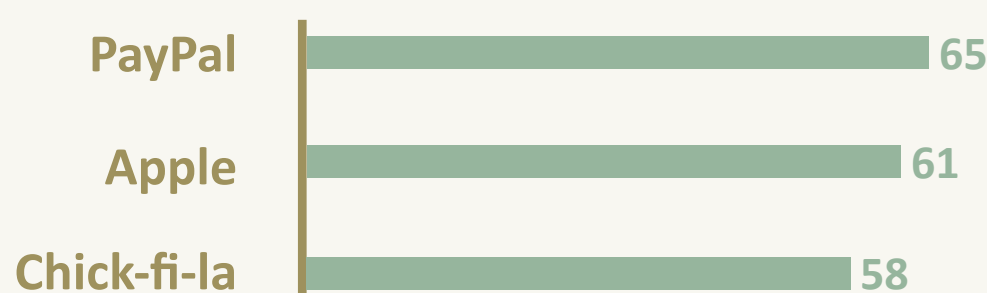
50+

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 69

We have a score similar to companies like:



*\*Source: Experience Benchmarks 2025 powered by CustomerGauge*

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