

# Net Promoter Score<sup>®</sup>

Turning feedback into a better experience for our clients.



At G&A Partners, providing **best-in-class service** is at the core of who we are. It's a long-term commitment that evolves along with our clients' needs. So, how do we know how our clients feel? Simple. We ask. Often.

## Net Promoter Score (NPS): More than a survey.

Originally developed by partners at Bain & Company, the NPS survey helps companies such as Apple, Google, and G&A Partners to measure customer experience and receive valuable feedback.

## G&A sends the NPS to our clients every month.

Every survey is read and shared with our leadership team. The valuable input we receive allows us to enhance our level of service and build a roadmap for immediate and future improvements.

## Simple, but effective.

NPS is a simple, two-question survey, giving our clients an outlet to quickly provide open and honest feedback. By working together, we're able to build a service delivery roadmap that is responsive to the wants and needs of our clients.

## How NPS is helping us enhance and improve our services and support.



### Enhanced Technology

Our mobile app provides employees with quick, easy access to employee self-service options such as viewing pay stubs and requesting paid time off.



### Additional/Flexible Healthcare Options

We doubled our Fortune 500-level master health plan options by adding a Cigna offering in certain states.



### New Ways to Connect

The Bridge, an online community, gives our clients more ways to connect with G&A and each other.

## 2023 Best in Class

With an average **NPS score of 61** in 2023, G&A's customer service ranks best in class and is about **2x higher** than that of the HR outsourcing industry.