

# Net Promoter Score®

Turning feedback into a better experience for our clients.

“Excellent client service.” As a consumer, you see this phrase—this claim—so often it begins to lose its impact and its meaning. At G&A Partners, we believe providing best-in-class service is more than a marketing claim. It’s at the core of who we are, and it’s a long-term commitment that evolves as our world and the needs of our clients evolve.

So, how do we know how our clients feel? How do we truly understand their experience with G&A? Simple. We ask. Often.

**Net Promoter Score (NPS): More than a survey.  
A continuous roadmap for improvement.**

Originally developed by a partner at Bain & Company—an international management and consulting firm—businesses, including Apple, Amazon, Facebook, Google and G&A Partners utilize a version of the Net Promoter Score (NPS) survey to measure customer experience and receive valuable feedback in the process.

The NPS survey is sent to clients at regular intervals. Some organizations choose to do so each quarter, or once or twice a year. **G&A sends the NPS to our clients at the beginning of every month**, and every single survey is read and shared with our leadership team. No exceptions. The valuable input we receive allows us to further enhance our level of service and build a roadmap for immediate and future improvements.

**Simple, but effective.**

The NPS sent out by G&A is a simple two-question survey, giving our clients an outlet to quickly provide open and honest feedback. When received, surveys are immediately recorded and made available to the client’s G&A account team, who will respond in real time.

Just as important, the information collected is used to customize and further enhance the service experience. By working together, we’re able to avoid outdated, rigid processes, and build a service delivery roadmap that is responsive to the wants and needs of our clients.

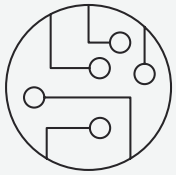
**35x**  
With an NPS score consistently above 70 (and on average, 35x higher than that of the HR outsourcing industry) G&A has reached the benchmark for “world class” customer service.

## The NPS Survey from G&A

1. On a scale of 0 to 10, how likely are you to recommend G&A Partners to a friend or colleague?
2. What is the primary reason for your score? [optional]

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

Below are just a few examples of how NPS feedback is shaping the way we do business, so we can help our clients achieve their goals:



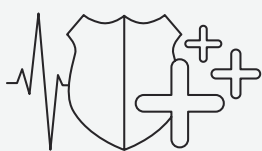
### Enhanced Technology

We’ve made connecting with our HR and support experts easier and faster by adding more options to our Chat feature on WorkSight (G&A’s HR technology platform). This provides our clients with on-demand, expert assistance for any questions or requests related to their account—at all hours of the day.



### Additional/Flexible Healthcare Options

We doubled our Fortune 500-level master health plan options by adding a Cigna offering in states where a G&A Master Blue Cross plan is not available. If a master plan is not the preferred choice, we will carve out medical coverage with optional benefits administration services.



### New Ways to Connect

*The Bridge*, an online community, was created to give our clients more ways to connect with G&A and each other. Based on feedback, the community has evolved to help users stay on top of HR trends and learn more about back-office services we offer that can help them save time and money.

Experience the value an award-winning HR company can bring to your business.

**Visit [gnapartners.com](https://gnapartners.com) or call 800.253.8562 to schedule a free business consultation.**