

Consumer division demonstrating impressive customer service results

Nigel Wright measures its customer service performance using the NetPromoter Score (NPS), a global management tool that can be used to gauge the loyalty of a firm's customer relationships. >>



In the company's current financial year, Nigel Wright's consumer division has an impressive NPS of 46%, following submissions

from over 600 clients and candidates served by the division during the previous eight months.

The table below shows the NPS for Nigel Wright Consumer's main markets, as well as the overall score for the division. Nigel Wright's Andrew Openshaw commented:

'Collecting valuable customer data gives us a strategic advantage in the marketplace by allowing us to identify any issues and then make immediate improvements across all areas of our business. NetPromoter gives us a really clear and more in-depth idea of how our customers value our service.'

Research suggests that NPS is actually correlated with overall revenue growth and the score achieved by the consumer division this financial year is certainly in line with the heightened demand for Nigel Wright's services in the sector.

Openshaw continued, 'We are always looking for ways to improve scores and in May 2015, when the final year's results are in, we anticipate that the consumer division's NetPromoter score will have grown during that time.'

Division	NPS FY 14-15
Sweden	60%
Norway	58%
Denmark	47%
UK	44%
Spain	39%
Germany	36%
France	26%
Overall	46%

Nigel Wright Group news

Research function giving Nigel Wright the edge in the market

Nigel Wright has always considered market research as being an integral aspect of the search and selection process. In May last year, Nigel Wright further bolstered its research capacity by appointing Kerry Jonas as UK Research Manager.

Kerry has enjoyed a 30 year career in strategic research, with experience across the media, business services, recruitment and public sectors. She began working as a researcher in the pre-internet days for a London advertising agency before joining Border Television in 1983, where she led its research team for six years. She moved to the North East in 1996 and has continued working in research focused roles, including an eight year stint in the public sector, as Principal Policy Officer for Tees Valley Unlimited.

Although primarily focused on the UK consumer market, Kerry's team also undertake a variety of bespoke international strategic projects for the Group.

In joining Nigel Wright, Kerry commented, 'I'm excited to be working for Nigel Wright, which I consider to be a true business success story. The research component of the recruitment process is so vital, because companies usually lack the internal research resources to properly recruit for themselves. Clients recognise that the Nigel Wright solution is different because of the greater dimension we have, through our internal research teams, to offer a broad and varied exploration for the best talent.'

As part of its broader expansion plans, Nigel Wright is seeking to hire additional researchers, and anyone interested should contact Kerry directly:

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