

One year review of customer feedback

'Big data' is one of the trends dominating the strategic agenda at businesses across all sectors. According to the McKinsey report Big Data: The Next Frontier of Innovation, competition, and productivity: *'The use of big data will become a key basis of competition and growth for individual firms'*.

Nigel Wright is committed to offering outstanding customer service across all of its markets and part of that is seeking regular feedback from customers so that we can continually improve our service. Collecting valuable data helps us to refine our processes as well as develop adequate training programs for our teams. This in turn gives us a strategic advantage in the marketplace by allowing us to review issues and then make immediate improvements, across all areas of our business.

Last year, we enjoyed continued growth, expanding our operations in Europe while assisting clients with growth in key developing consumer markets, such as China and Brazil. Even during this period of rapid expansion both clients and candidates have consistently provided Nigel Wright with excellent feedback for the services they have received.

At the end of our financial year we completed a full twelve month review of customer feedback. The table below shows the NetPromoter scores for our main markets. The overall score across all of our markets, over four quarters, was 92%. That means that 92% of customers in the last financial year would recommend our services to others. This is particularly high for any growing business and we believe it positions us ahead of our competitors.

In any aspect of performance measurement the objective is to analyse results and look for ways to improve scores. This is what we have endeavoured to do over the last twelve months and the outcome has been very positive. The first results of 2012, which we published internally in March, show that the NetPromoter score for the whole business has risen to 93%. We aim to continue improving this score throughout the year.

[INCLUDE TABLE].