

Dear Clients,

At the beginning of this year, we shared that our clients’ average Net Promoter Score (NPS) stood at an impressive 72 — 42 points above the banking industry average.

**Today, we are excited to announce that our clients’ average NPS has climbed even higher, reaching an outstanding 78! This is truly a collective achievement worth celebrating.**

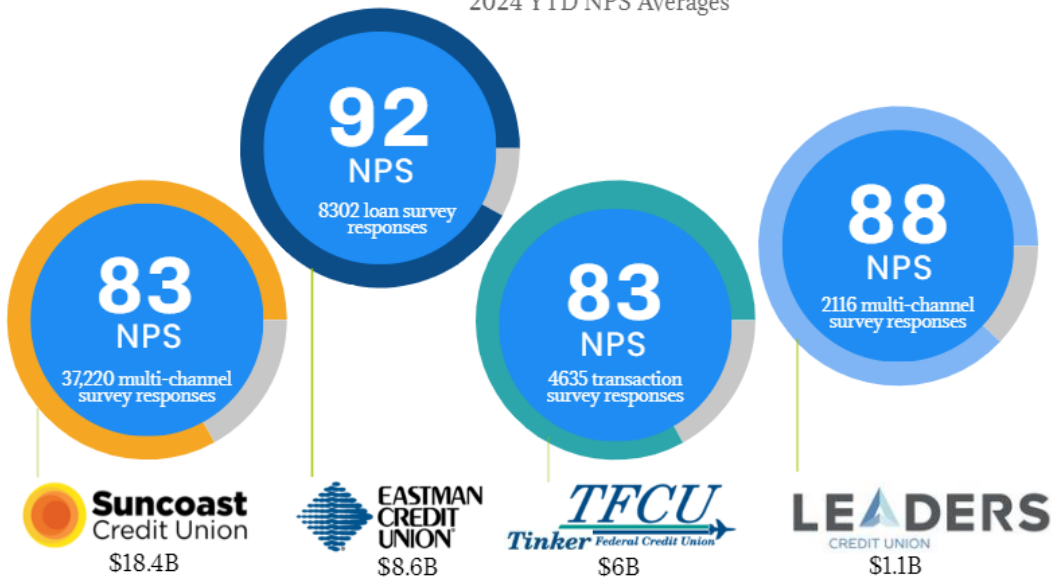
Why is this milestone significant? NPS measures a member’s willingness to recommend your services, making it a critical indicator of member loyalty. And as we know, loyalty fuels revenue and growth by driving repeat, retained, and referred business.

This remarkable collective performance far surpasses that of clients of major data companies like Qualtrics, NICE Satmetrix, and CustomerGauge, whose banking and credit union clients report average NPS scores in the mid-30s.

Leading the way in this success are our “World-Class”-ranked top NPS performers—clients who have harnessed our best practices and recommendations to deliver unparalleled experiences for every member, every interaction.

## Our World-Class NPS Performers

2024 YTD NPS Averages



### CORRELATING MEMBER GROWTH



\*80+ = "World-Class" NPS - Bain & Company

We are proud to partner with organizations that prioritize uncompromising quality and are dedicated to achieving unmatched member satisfaction. These partnerships have consistently driven growth, with our clients regularly and predictably leading their peers in member acquisition and retention.

This success represents the most authentic benchmark of peer performance—the result of delivering and sustaining World-Class outcomes. Our clients truly stand in a league of their own. Our aim is to elevate ALL our clients to “World-Class,” and we enjoy seeing the progress toward that milestone our clients are making every month.

At Support EXP, we are profoundly grateful for your trust and partnership. We understand the relentless change and fast-evolving consumer market you face. That’s why we focus on delivering data-driven insights from targeted member feedback: to empower you to shape strategic decisions, enhance agility, cultivate a loyal member base, and drive meaningful growth—all rooted in placing the member and employee experience at the center of your success and differentiation.

Most importantly, our team stands ready with the expert guidance, can-do culture, and proven best practices to support your journey toward superior growth and World-Class CX in 2025 and beyond.

Your trusted partner in success,

**Rhonda Sheets** | Founder, President, CEO

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