

# American Home Shield®

## Contractor Quality Bonus

### Understanding Your NPS Score

With the AHS® Contractor Quality Bonus program, your Big Score can earn you big bucks! We'll award \$25,000 to the contractor who has the top 2011 NPS score in each of the following categories: appliances, electrical, garage doors, HVAC, plumbing and pool/spa.

Through NPS®, we're able to look at performance through the eyes of our customer. When you deliver quality services that our customers feel confident in recommending to others, you're strengthening customer satisfaction and loyalty, two of our top priorities at AHS!

#### So what is your Net Promoter Score® and how is it calculated?

NPS® is based on the fundamental perspective that every company's customers can be divided into three categories: Promoters, Passives, and Detractors. Your NPS® score is based off of customer responses to a very simple question:

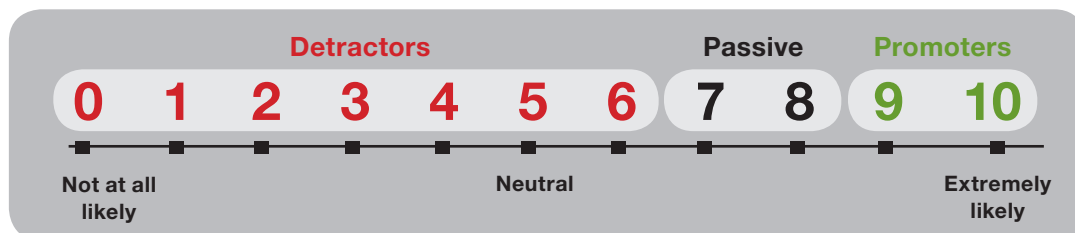
*Based on this recent service experience, how likely would you be to recommend this contractor to family and friends?*

Customers respond to the question on a 0-to-10 point scale and their ratings are categorized as follows:

- **Promoters** (score 9-10) are loyal enthusiasts who will keep buying and refer others, fueling growth.
- **Passives** (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.
- **Detractors** (score 0-6) are unhappy customers who can damage your brand and impede growth through negative word-of-mouth.

To calculate your company's Net Promoter Score (NPS), take the percentage of customers who are Promoters and subtract the percentage who are Detractors.

#### How likely are you to recommend to a colleague or friend?



$$\text{NPS} = \% \text{ of PROMOTERS (9s and 10s)} - \% \text{ of DETRACTORS (0 and 6)}$$

