

News Release

Paul Davis Restoration Establishes Net Promoter® Score Program *-General contracting franchisor promotes system wide customer satisfaction survey-*

Jacksonville, FL – Paul Davis Restoration Inc.’s President and CEO Scott Baker, has announced the franchise-wide use of the Net Promoter® Score (NPS), a customer satisfaction indicator system developed by Fred Reichheld, a nationally-acclaimed author and Director Emeritus of global business consulting firm Bain & Company.

According to Baker, the premise of Net Promoter® Score is that businesses using this measurement method are united by a common conviction that delivering exceptional customer experience is the best way to grow a business. “We are now equipped with a rigorous measurement tool for measuring customer satisfaction among all of our 220 franchise offices nationwide,” said Baker. “With this tool, we aim to unlock the door to good profits and true growth through exceptional service,” he said.

The NPS program offers knowledge, tools, practices, and solutions for any business. However, Paul Davis Restoration is the first in the insurance restoration industry to implement the program. Baker read about NPS in an issue of *Harvard Business Review* and then contacted Reichheld about the program and began studying the principle. Harvard Business School has recently released, *The Ultimate Question*, a definitive book on NPS written by Reichheld. Baker is included in the book’s acknowledgements for feedback on the manuscript from his perspective as an operating executive. Baker has distributed the book to all Paul Davis Restoration franchise offices nationwide.

Since mid 2005, Baker and the management team at Paul Davis have instructed their franchise owners on how the database survey system is used. Upon completion of each restoration and remodeling job, Paul Davis Restoration’s customers are contacted by representatives from Tele-link Services (TLS) to conduct follow up phone calls to customers. Customers are asked the ultimate question as prescribed by Reichheld, “How likely would you be to recommend Paul Davis Restoration to a friend or colleague based on the work they delivered using a 0 – 10 scale with 0 meaning “note at all likely” and 10 meaning “very likely”. A cumulative score is determined by TLS and reported to each franchise office every month and at the end of the year.

“The NPS helps us to determine where our offices excel and where they fail. We can develop a program for offices that need extra help to improve their service and customer satisfaction ratings. It gives us a tool we can use to study our successful offices for network-wide training on best practices,” said Baker.

The goal of the Net Promoter concept is to create “promoters” out of customers. These individuals, thrilled by their experience with a company, will ultimately become an extension of a company’s marketing efforts. Individuals who receive an exceptional customer experience will tell others about the service that they received. Each time we restore someone’s home, it is our goal at Paul Davis Restoration to deliver an exceptional customer experience and in turn grow our business with the help of our promoter customer base,” said Baker.

According to Paul Davis Restoration of Southeast Wisconsin owner Dan Druml, the NPS works well in his office. “We like to know what our customers say about us. We believe the credibility factor in using a third party survey organization permits customers to speak honestly about our service,” Druml said. “If we encounter problems, then we can immediately track the job, research and correct the problem. If we view positive results, we study that job as a model for continuing with our standards of providing exceptional service,” he said.

“With the use of the Net Promoter Score, we have come to understand the value of all of our customers. Our ‘promoters’ are a result of best practices refined over time and a reminder of the service we always seek to deliver. Conversely, a ‘detractor’ score is helpful because the feedback we receive has helped us to tailor our service to meet the needs of our customers. The ‘promoters’ we create by delivering extraordinary customer service will drive the growth and profitability of our offices,” Baker said.

Established in 1966, Paul Davis Restoration is a national full-service restoration expert and is celebrating its 40th year in business with 220 Paul Davis locations throughout North America.

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