

What is a Net Promoter Score?

Net Promoter Score (NPS) is a measure of how likely customers are to recommend, or promote, your products or services to others. Typically based on a scale of ranging between -100 and 100, these scores are categorized into groups of detractors, passives and promoters.

Across all industry types, a Net Promoter Score above 50 is considered excellent, though there are differences in the average from one industry type to another. We are honored to have earned a score of 73 from our customers.



96% Overall Satisfaction



Very responsive to questions, and able to pair us with an auditor that suits our needs. They're very knowledgeable and have a friendly staff that's easy to work with, while supporting our efforts.



Auditors are experienced, knowledgeable, and work well with clients.



Communication was one of the top responses for what Smithers does well. Other top answers were **knowledge** and **professionalism**.



I love being able to call and speak to an actual person. Top notch customer service.



Professional, timely reports, good feedback indications, no 'surprises' during audit — the auditor kept great communication with us during the process.



I believe the Customer Focus aspect sets Smithers apart from other CB experiences.



We make it easy, every step of the way, every time.
98% of customers purchase again from Smithers after their first experience!

93%

of clients said they would most likely choose the SQA Division for their next audit.

98%

of clients rated their customer relationship with the Smithers Quality Assessments Division as "good to excellent."

