



The Captivating
Tale Behind
Label Apeel's
NPS Score- A
Journey Marked
By Hues Of
Excellence And
The Artistry Of
Unparalleled
Service

"Great service, great people, great product"

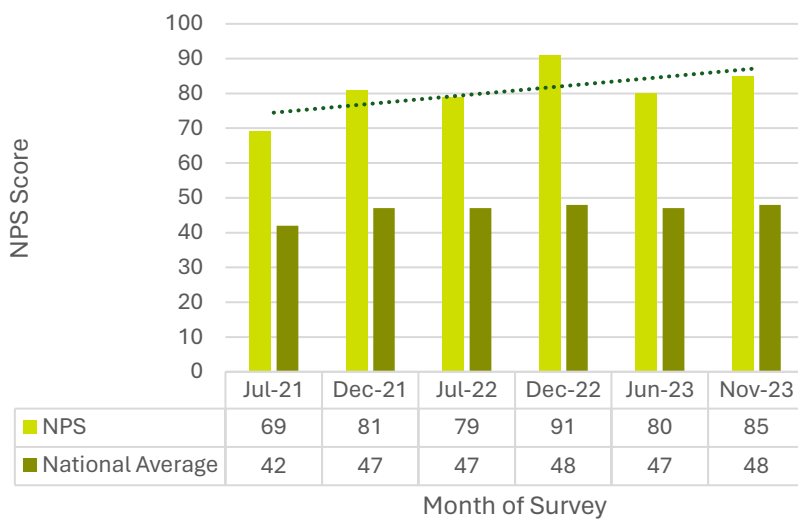
Sneak Energy Limited

Label Apeel is World Class



The story of our NPS Score...

Label Apeel NPS vs National Average



Label Apeel are officially **WORLDCLASS** for customer satisfaction.

We could not be more pleased with a Net Promoter Score (NPS) of 85. This is the third time on the bounce that we have scored over 80 and our average over the last 3 years has been 81. Bain & Co., the originators of the NPS system, rate anything over 80 as being world class.

The NPS score is based on the answer to a simple question: "On a scale of 0 to 10, how likely are you to recommend this company to a friend or colleague?"

Our product and service quality...

Alongside the standard question to determine NPS score, we also ask our customers to rate our product quality and our service quality.



51 Customers rated our product quality 'very high' and the other 20 rated it 'high'

55 Customers rated our product quality 'very high', 15 rated it 'high' and 1 said 'neither high or low'



Always a friendly and helpful service. Product is of super quality.

Trevethan Distillery

What is NPS?

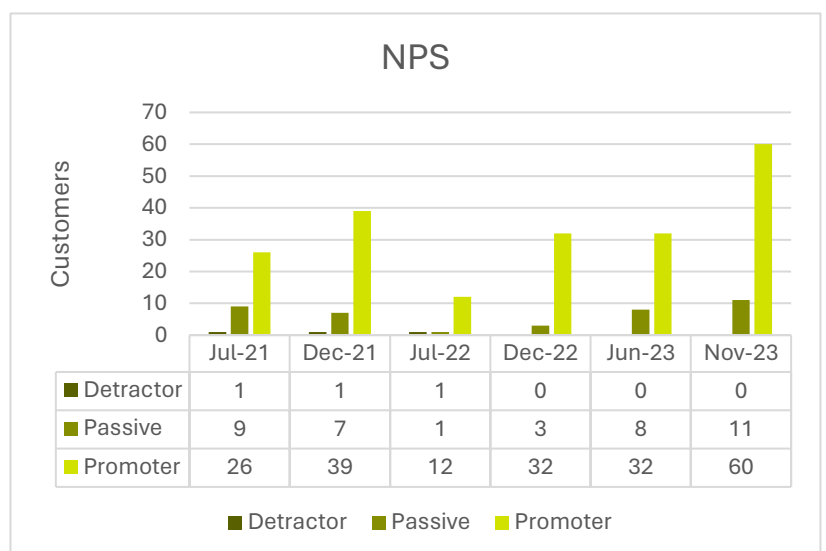
The history of NPS

NPS, the brainchild of Frederick Reichheld, first graced the business world in 2003. Weary of meandering surveys, Reichheld sought a simple, yet powerful metric to capture customer loyalty. His revolutionary question? "On a scale of 0 to 10, how likely are you to recommend [this company/product/service] to a friend or colleague?"

Decoding the score

The answer holds the key. Those responding with a 9 or 10 are promoters, enthusiastic evangelists singing Label Apeel's praises. The middle ground, scores of 7 or 8, belong to the passives, satisfied but not yet smitten. Finally, the 0 to 6 range houses the detractors, the dissatisfied vocal critics.

The NPS magic emerges from a simple calculation: subtract the percentage of detractors from the percentage of promoters. Voilà! You have a score ranging from -100 (all detractors) to +100 (all promoters).



But what does this number mean? Industry benchmarks offer a guide:



-100 to 0: Negative. A serious red flag, indicating widespread dissatisfaction. Time for immediate action!



0 to 40: Acceptable. Room for improvement. Passives abound, and detractors lurk beneath the surface.



41 to 80: Excellent, but complacency is the enemy. Focus on delighting customers to boost promoters.



81 to 100: World class! Promoters abound, singing your praises loud and clear. But never stop striving for excellence.

So you can see why we're so pleased with our **average NPS score of 81!**

What do we do with our NPS?

Identify areas for improvement: Detractor feedback pinpoints pain points, while promoter insights reveal success factors.



Benchmark against competitors: Well we would if any of them would share the information, so instead we make do with comparing ourselves to the other 80,000 companies worldwide who use it



Track progress over time: We monitor our NPS trend to gauge the effectiveness of improvement initiatives.



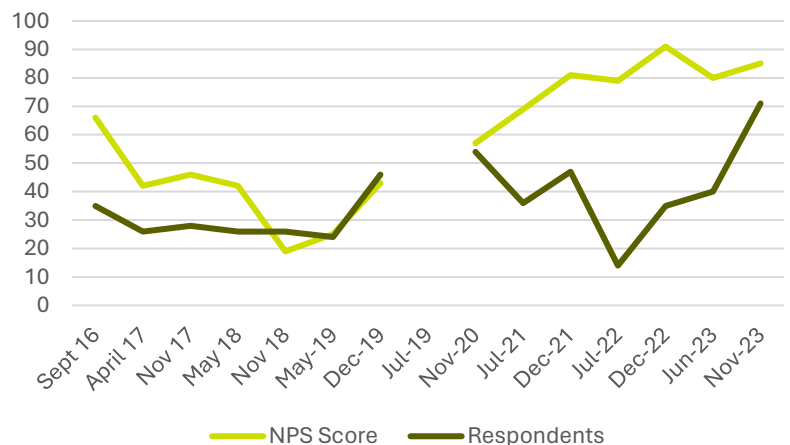
Motivate employees: We share our NPS score internally so everyone in the business can be motivated by what we are doing



You can see that we actually do take our feedback on board and strive to always be better, if you take a look at how our scores have improved since we first started sending out surveys.

We've never had a bad (less than zero) customer satisfaction score, but there have been times when 'good enough' has been our enemy. By using the NPS measures, we have been able to analyse and address our issues, implement strategies and adopt better practices. We are now reaping the rewards of that policy.

NPS Analysis Over Time



In 2016, we were pleased with the result we achieved, but things were about to take a turn for the worst. It was only by having our regular reviews in place that we were able to spot the change, and react in an appropriate and timely manner. It is fair to say that 2018 was not our finest hour. In fairness we did not need the survey to tell us that things were not great, a day on the phones was more than you needed. We had already put in place a robust recruitment and training plan and by June 2019 we had started to see the climb back to excellence beginning. By December 2021 we had gone from a less than average score (NPS average 48) to a world class score of 81. Since then, we have maintained a score that is World class by any standard.

So why trust us with your labels?

The truth of customer satisfaction is simple. There are only 2 things that make you great and hundreds that make you poor. The two things that make you great are –

1. An excellent product, delivered on time
2. An excellent and honest relationship with the client

If you fail on either of these elements, then you are not going to be excellent and Label Apeel do not fail on either. We invest in our kit and make sure that our team are only working with the very best equipment. We have long standing working relationships with all of our suppliers, and they all understand our requirements and work with us to supply excellence every time.

When it comes to our relationships with our clients, integrity and honesty are at the centre of everything we do. Our focus is long term relationships based on our expertise, advice, and openness. We want every label to be the very best it can be, to achieve that we work with our clients, their designers, and their bottlers, to ensure that there is a finished product we can all be very proud of.

But don't just take our word for it...



James has been super helpful for all of our label needs, providing us with quick communications and great solutions to any problems that pop up. Our labels are also exactly what we had been looking for and we have had nothing but positive feedback about them from our customers. We <3 labelapeel!!

Mixtons



I've been using Labelapeel for my Stübhart Single Cask bottlings for three years now and they never disappoint. The quality is consistently where I need it to be and the customer service could not be better in my view.

Stewart Whisky Co

Creating our labels with Label Apeel was made easy by their creative input and helpful customer support team. The final product was of very high quality beautifully rendered.

Gates Garden Centre

