

## 2016 CLIENT SATISFACTION SURVEY

In July 2016, 250 Clients completed our Client Satisfaction Survey. This was conducted by independent research agency Smith & Henderson, so we could guarantee client's feedback was anonymous. Here is a summary of their feedback:

★★★★★  
**100%**

of Clients from Financial Services agree their ActionCOACH is worth the investment

**92%**

would recommend ActionCOACH to a friend or business associate



**84%**

said ActionCOACH is worth the investment

**96%**

said ActionCOACH listens to & understands what they want to achieve



**94%**

said their ActionCOACH makes a positive difference to their lives

**100%**

of retail clients think their ActionCOACH has helped to make a difference to their business



**56**

NET PROMOTER SCORE  
World class levels of client advocacy

**7/10**

clients agreed that they had a better work life balance within less than 12 months of coaching



“

My ActionCOACH has helped me over the last 18 months increase my flat lined business turnover by 280% and profitability by in excess of 700%

*Christopher Watkin  
Denton House Ltd*

”

## 2017 CLIENT SATISFACTION SURVEY

In July 2017, 376 clients completed our Client Satisfaction Survey, a 50% increase over last year's survey conducted by independent research agency smith+henderson.

Here is a summary of their feedback:

**100%**

of clients from the architectural industry agree their ActionCOACH is worth the investment



### How ActionCOACH compares against other industry leaders:

Brands with an NPS score of

**0-49**

TripAdvisor, Walgreens

**50-69**

Apple, YouTube

**70+**

ActionCOACH, Amazon

**100%**

of manufacturing clients think their Action Coach has helped to make a positive difference to their business



**95%**

would recommend ActionCOACH to a friend or business associate



**97%**

said their ActionCOACH makes a positive difference to their lives

**92%**

said ActionCOACH is worth the investment



**73**

NET PROMOTER SCORE

World class levels of client advocacy

**8/10**

clients agreed that they had a better work life balance within less than 12 months of coaching



“

In two and a half years, due to ActionCOACH, I have seen my turnover go up by 700%, profitability up by 400% and I work half as many hours.

*Denton House Ltd*

”

**James Akin-Smith** Managing Director  
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