

2020 Client Satisfaction Survey

In September 2020, 821 Clients completed our Client Satisfaction Survey. This was conducted by independent research agency WorkBuzz. Here is a summary of their feedback:

97%

of clients would recommend ActionCOACH to a friend or business associate



94%

of clients agree that ActionCOACH has a powerful suite of business solutions



"We have grown as a business by over 50%. The business is more organised and I have so much more confidence in our values, service levels and KPIs. I can now see clearly where the business is heading."

Leanne Parratt
MDM Vehicle Deliveries Ltd



93%

of clients said ActionCOACH is worth the investment



97%

of clients said their Action Coach makes a positive difference to their business



100%

of clients in Engineering agree their Action Coach makes a positive difference to their business



90%

of clients that have used ActionCOACH for 5 or more years agreed that they had a better work:life balance



World class levels of client advocacy -

78

NET PROMOTER SCORE



World class levels of client advocacy

How ActionCOACH compares against other industry leaders:
NPS of brands with highest score in their industry

0-49

- AirBnB (43)
- DHL (38)

50-69

- Apple Music (55)

70+

- ActionCOACH (78)
- Costco (76)

Sources: NICE Satmetrix; US Consumer 2020 Net Promoter Benchmarks. Note: NPS scores of industry leaders provided by NICE Satmetrix, ActionCOACH UK NPS provided by WorkBuzz



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Celebrating over
27 years of client
success

**"The Biggest Risk You Can
Take Is To Do Nothing."**

BRAD SUGARS