

Uncover Growth Opportunity

Leverage NPS®, the single most important number you need to grow



Net Promoter Score® Leaders grow 2x faster than the Competition

If your company is...

- ...tired of competing on price only
- ...finding it hard to differentiate your company from the competition
- ...looking for ways to improve client retention
- ...providing unsurpassed customer service and want to prove it



Act now by participating in the Best of Print & Digital® - Visit www.bestofprintanddigital.com

Why Leading Companies Use NPS®

The NPS® relationship to growth is most impactful to industries where there are many players for customers to choose from, the market is mature, and switching costs are low.

Can you think of a more perfect match for Print Manufacturers and Distributors?

- Do you measure client loyalty or just satisfaction?
- Are you utilizing results to drive profitable growth?
- Has your customer acquisition and retention increased?
- Have you been able to improve processes based upon client feedback and input?
- Can your team easily differentiate your brand from the competition?

If you answered "no" to any of the above, participate in the NPS® Program to get actionable insights and proven results.

Winning the Best of Print & Digital® award in back to back years is a significant achievement for us. Butler Street's program gave us the opportunity to objectively measure and establish a loyalty benchmark – and through focused actions, improve our score by 23% this year. Because of this effort, we are posting industry leading growth year over year.

*-John Falconetti, Chairman and CEO,
Drummond Press*

Profitability lives in your current clients

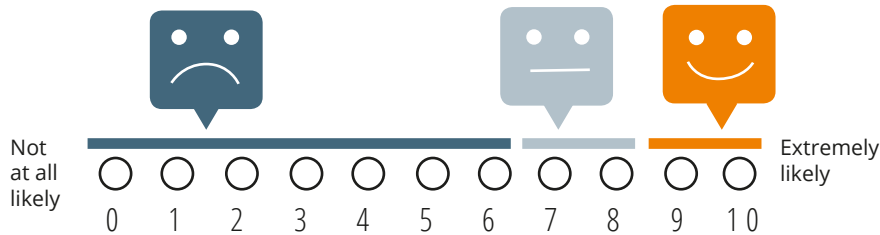
The key to generating future revenue is retaining your current customers while acquiring new ones.

Visit www.bestofprintanddigital.com to get started.

View blogs (including "I Don't Know Who To Call Anymore" and "I've Never Heard of Your Company"), videos, and other resources to help grow your business.

Best of Print & Digital®

"How likely is it that you would recommend [your company] to a friend or colleague?"



% of Promoters - % of Detractors = NPS

What is a Net Promoter Score®?

It is a simple question posed to your customers that is easy to ask and easy to understand: "Would you refer [company] to a friend or colleague?"

Responses capture valuable feedback, actionable insights, and testimonials.

How Many Clients Are Surveyed?

To qualify for the Best of Print & Digital award, all active contacts for customers billed in at least the last six months should be included.

When Can I Get Started?

REGISTRATION IS NOW OPEN!! Applications for Best of Print & Digital Awards are now being accepted.

Upon registration, you will receive an onboarding package with step-by-step instructions to prepare for the survey.

We more than doubled sales in our territory in 2017 with strong margins... [NPS®] gave us the insight into where we had the most opportunity and feedback to ensure we were focused on customer needs and wants. Our referrals are higher than ever!

-Karie Ballway, Executive Vice President,
Cooley Group.

How Does the Program Work?

Butler Street will setup and distribute the survey via email to the client contacts, send automated reminders for any clients that have not responded (or unsubscribed), send detractor notifications and kudos alerts in real-time as responses come in, and prepare the reporting.

Download your free sample survey at
www.bestofprintanddigital.com.



As A Best of Print & Digital Award Winner, You'll Receive:

- Media Toolkit including graphics, press release template and ways to leverage your achievement across marketing channels.
- Inclusion in Official National Press Release
- Winner Spotlight page on official website: www.bestofprintanddigital.com
- Personalized Etched-Glass Award



Start Your Growth Plan - Visit www.bestofprintanddigital.com or contact us for more information

Best of Print & Digital® Registration includes:

- ✓ **Net Promoter Score®**
The one number you need for growth.
- ✓ **Actionable Insights**
Survey results shine a light on areas that need attention and help provide a roadmap for improvement as well as areas of excellence and how to leverage that information.
- ✓ **Qualified Customer Testimonials**
According to LinkedIn, 84% of B2B begin their purchasing process with a referral. Leverage qualified customer testimonials, those gathered through credible third parties such as Best of Print & Digital conducted by Butler Street research team, and provide the differentiator needed to win potential customers. Survey includes access to customer testimonials.
- ✓ **Survey Response Data (.xlsx)**
Transparency is of utmost importance and all response data gathered is provided to you.
- ✓ **Net Promoter Survey® Report (.pdf)**
A comprehensive report including Net Promoter Score® (NPS), NPS by customer and response information is provided. See Sample Report. NPS by Division, Region and/or Person; and NPS by Customer Group, Region and/or Role are provided as long as these optional data points, are included in the initial data file.

Total Cost: \$3,995

If you are providing an excellent customer experience, your customers will rate you at the top of your industry. For 2020, those that achieve a qualifying score will be awarded The Best of Print & Digital®.

Annual Award winners receive:

- ✓ **Best of Print & Digital® emblem**
Proudly display your custom, etched glass award. One emblem is included with the submission of no more than one data file. Additional awards may be ordered.
- ✓ **Best of Print & Digital® Marketing Guide and Toolkit**
Customizable Press Release Template for your distribution channels, Best of Print & Digital® winner icon provided in a variety of formats for use in marketing efforts both in print and digitally. Marketing suggestions to leverage your success in providing excellence in providing a frictionless customer experience.

Get the most from your customer experience survey with a Results Webinar

Include the Results Webinar option when registering and you'll receive a webinar hosted by Butler Street specifically designed for your team. We will review your survey responses, share insights on data results and recommend best practices for taking action.

Additional option for \$995