

The Net Promoter Score In Death Care

Net Promoter® is both a loyalty metric and a discipline for using customer feedback to fuel profitable growth in your business. Developed by Satmetrix, Bain & Company, and Fred Reichheld, the concept was first popularized through Reichheld's book *The Ultimate Question*, and has since been embraced by leading companies worldwide as the standard for measuring and improving customer loyalty.

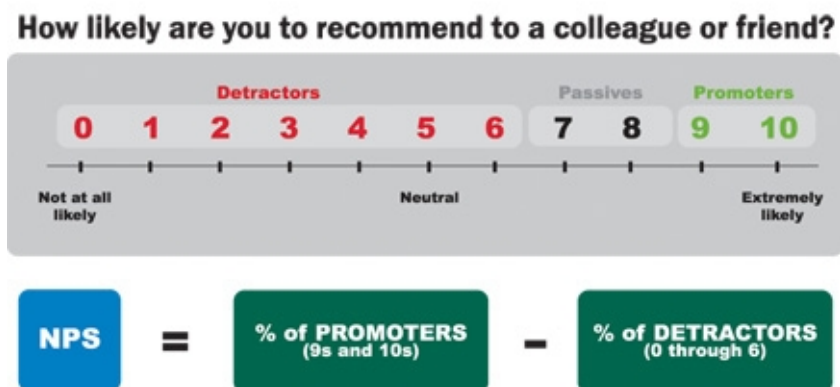
The *Net Promoter Score*, or NPS®, is a straightforward metric that holds companies and employees accountable for how they treat customers. It has gained popularity thanks to its simplicity and its linkage to profitable growth. Employees at all levels of the organization understand it, opening the door to customer-centric change and improved performance.

Net Promoter programs are not traditional customer satisfaction programs, and simply measuring your NPS does not lead to success. Companies need to follow an associated discipline to actually drive improvements in customer loyalty and enable profitable growth. They must have leadership commitment, and the right business processes and systems in place to deliver real-time information to employees, so they can act on customer feedback and achieve results.

NPS is based on the fundamental perspective that every company's customers can be divided into three categories: Promoters, Passives, and Detractors. By asking one simple question - How likely is it that you would recommend [Company X] to a friend or colleague? - you can track these groups and get a clear measure of your company's performance through its customers' eyes. Customers respond on a 0-to-10 point rating scale and are categorized as follows:

- Promoters (score 9-10) are loyal enthusiasts who will keep buying and refer others, fueling growth.
- Passives (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.
- Detractors (score 0-6) are unhappy customers who can damage your brand and impede growth through negative word-of-mouth.

To calculate your company's Net Promoter Score (NPS), take the percentage of customers who are Promoters and subtract the percentage who are Detractors.



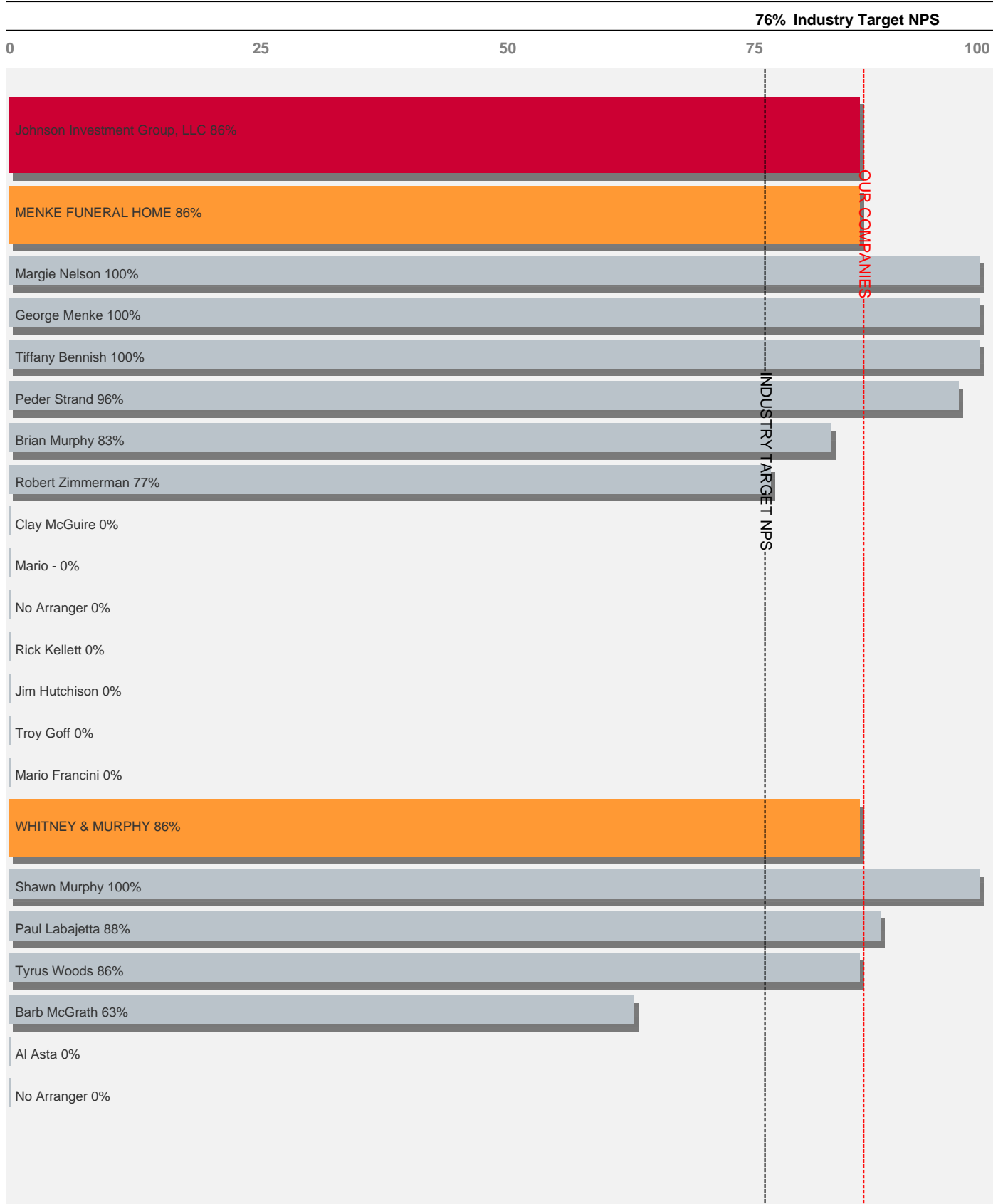
(Source: www.NetPromoter.com)



Prepared for Johnson Investment Group, LLC

01/01/2010 - 12/31/2010

Our Companies 86%



Funeral Home Consumer Satisfaction Center
Johnson Investment Group, LLC
Survey Summary Report - Received 01/01/2011–01/31/2011

Location: All Locations

Arranger: All Arrangers

Sent: 98

Received: 47

% of Return: 48%

	Superior		Above Average		Average		Below Average	
	#	%	#	%	#	%	#	%
A. Please tell us about your initial contact with the funeral home:	Overall performance: 96%							
Your first phone conversation	23	55%	18	43%	1	2%	0	0%
The welcome you received upon your first arrival	25	61%	14	34%	2	5%	0	0%
The genuine care and concern expressed to you	31	72%	10	23%	2	5%	0	0%

B. Please tell us about your arranging funeral director:	Overall performance: 98%							
Attentiveness to your needs	34	74%	11	24%	1	2%	0	0%
Attention to detail	31	70%	13	30%	0	0%	0	0%
Effectiveness in listening and answering your questions	33	72%	11	24%	2	4%	0	0%
Explanation of all service options	34	76%	9	20%	1	2%	1	2%
Services and products delivered in a timely manner	31	70%	13	30%	0	0%	0	0%
Clear, professional explanation of payment policy	32	74%	10	23%	0	0%	1	2%

C. Please evaluate the facilities and vehicles:	Overall performance: 96%							
Appearance and cleanliness of the facilities	33	80%	7	17%	1	2%	0	0%
Convenience and comfort of the facilities	27	68%	11	28%	2	5%	0	0%
Appearance, cleanliness and condition of the vehicles	18	69%	7	27%	1	4%	0	0%

D. Please evaluate the staff and the services provided:	Overall performance: 97%							
Appearance of staff	30	70%	12	28%	1	2%	0	0%
Professionalism of staff	31	69%	13	29%	1	2%	0	0%
Friendly and accommodating to your family and friends	32	76%	8	19%	2	5%	0	0%
Timely, dignified transfer of your loved one to the funeral home	29	72%	9	22%	2	5%	0	0%
Appearance of your loved one	19	70%	7	26%	1	4%	0	0%
Visitation/Viewing	20	80%	5	20%	0	0%	0	0%
Funeral Service/Ceremony	15	71%	5	24%	0	0%	1	5%

E. Please rate your overall level of satisfaction with the funeral home:	33	72%	13	28%	0	0%	0	0%
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F. The cost of services and products you received were:	<u>Lower Than Expected</u>		<u>About As Expected</u>		<u>More Than Expected</u>	
	11	25%	29	66%	4	9%

G. The primary reason(s) you chose the funeral home:											
Staff Acquaintance (name)	7	15%	Previously Served Family	19	40%	Pre-arranged	12	26%	Other (type)	1	2%
Recommended (name)	8	17%	Convenient Location	13	28%	Reputation	8	17%	Website	1	2%
Church/Organization (name)	9	19%	Advertising	1	2%	Price	2	4%	Yellow Pages	0	0%
Initial Phone Call	0	0%									

N. May we assist you with additional information regarding:				
Bereavement Program	0	0%	Funeral Prearrangements	1 2%
Memorials	0	0%	Benefits	0 0%
			Other	2 4%

	Superior	Above Average	Average	Below Average
Total Percentages:	71%	26%	3%	0%
OVERALL PERFORMANCE:	97%		NET PROMOTER SCORE: 83%	