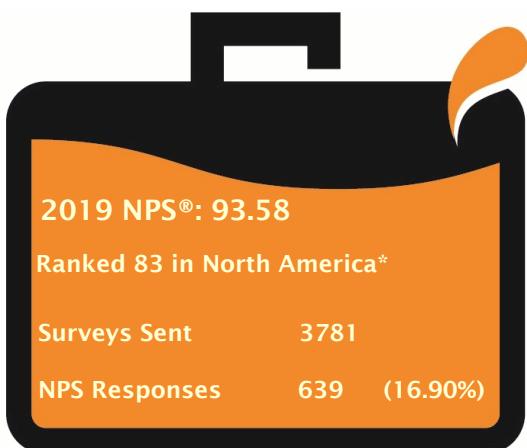


Many companies claim that they have the "Best service in the business" but few even have a way to measure how happy customers are. Here at CDS Office Technologies we have a system that allows us to capture feedback after every service call. We use the Net Promoter Score system www.netpromoter.com

The average N. American company has a Net Promoter Score® of 30.

Some well-loved companies reach scores into the 70s and 80s



The Net Promoter Score (NPS)®, is a straightforward loyalty metric that holds companies and employees accountable for how they treat customers. It is both a loyalty metric and a discipline for using customer feedback to fuel profitable growth in your business. Employees at all levels of the organization understand it, opening doors to customer centric change and improved performance.

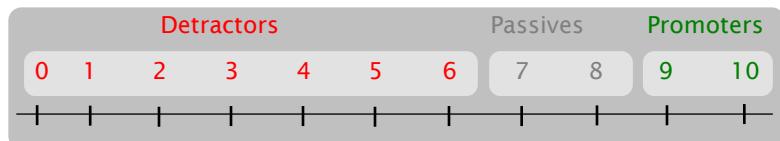


*Data Collection and NPS® Verification
powered by CEO Juice Inc.*

NPS® Leaders - N. America 2018		
Company	NPS	
Nordstrom	79	
USAA	77	
Costco	75	
Ritz Carlton	72	
JetBlue	67	
Apple	67	

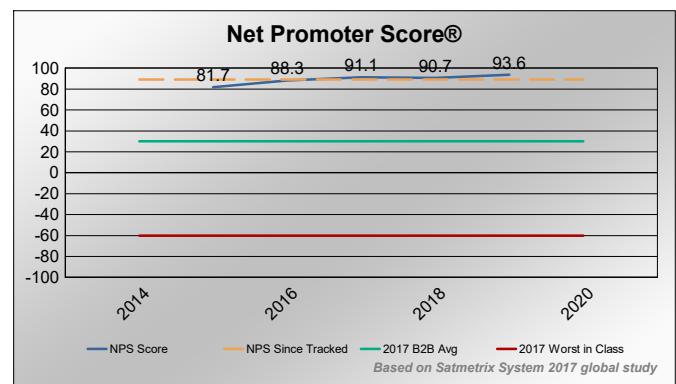
NPS scores published by Satmetrix Systems

How likely are you to recommend to a colleague or friend?



$$\text{NPS}^{\circledR} = \frac{\% \text{ of PROMOTERS} (9s and 10s)}{608 (95.15\%)} - \frac{\% \text{ of DETRACTORS} (0 through 6)}{10 (-1.56\%)}$$

$$\text{NPS}^{\circledR} = \frac{\% \text{ of PROMOTERS} (9s and 10s)}{2529 (91.20\%)} - \frac{\% \text{ of DETRACTORS} (0 through 6)}{62 (-2.24\%)}$$



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* Ranking among US and Canada copier dealers using the NPS® system provided by CEO Juice.

** Net Promoter, NPS, and Net Promoter Score are trademarks of Satmetrix Systems, Inc., Bain & Company, and Fred Reichheld