



Customer Relationship Management Institute LLC

Exceeding Customer Expectations – One Experience at a Time SM

CXDNA REPORT CARD

AUDITORS REPORT

REPORT FROM INDEPENDENT CX AUDITOR

To the Customers of Ajax's

We have conducted our NorthFace ScoreBoard (NFSB) Audit for the customer base of Ajax's for the calendar year 2018. This CXDNA Report Card is the result of our independent review of the customer satisfaction survey results provided by our client management personnel. Our responsibility is to express an opinion on these customer satisfaction survey results based on our audit.

Our NFSB audit includes a review of the company's overall Customer Experience (CX) strategy as it compares to our CXDNA Playbook Strategy twelve (12) components. The results of the CX comparisons are included in our audit findings. Further, each client must provide individual (s) to be certified by our CEMPRO-Advocate training course that includes softskills training and our CXDNA Playbook strategy training as part of meeting the NFSB Award criteria. Our NFSB audit produced this CXDNA Report Card containing a summary of the client's survey results, executive message to their customers and several CXDNA links to their website. The CXDNA links are intended to provide additional information on the company's CX program. The CXDNA Report Card is a vehicle for communicating the company's CX program objectives and their results to stakeholders and the marketplace at large.

We conducted our customer satisfaction survey audit in accordance with our generally accepted survey auditing standards. These standards require that we review the customer survey results, to obtain reasonable assurance about whether the customer satisfaction statements provided are free of material inconsistencies. An audit includes examining the survey process, survey results, survey questions, survey frequencies and obtaining written verification from our client management personnel responsible for measuring customer satisfaction as evidence supporting the above examination. We believe that our NFSB audit provides a reasonable basis for our opinion.

In our opinion, the consolidated CXDNA Report Card presents fairly, in all material respects, the customer satisfaction position of Ajax's. for the time period of January 1, 2018 through December 31, 2018.

Bill Moore

Bill Moore
Vice President, CRMI LLC

Customer Relationship Management Institute LLC
P.O. Box 323
Chelmsford, MA 01824-0323
978-710-3278 | www.crmirewards.com



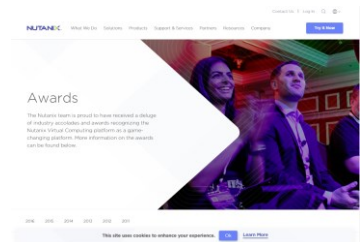
Company Logo

Your Company's WEBSITE



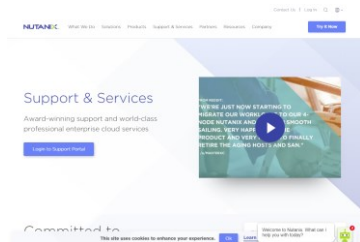
CLICK HERE for MORE INFO.

Your AWARDS



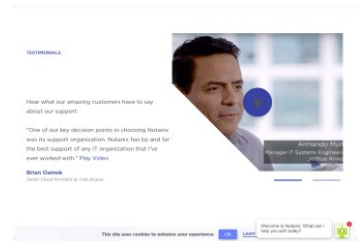
CLICK HERE for MORE INFO.

Your SERVICE ORGANIZATION



CLICK HERE for MORE INFO.

Your TESTIMONIALS



CLICK HERE for MORE INFO.

COMPANY OVERVIEW

DRAFT

Our Mission

Ajax's makes infrastructure invisible, elevating IT to focus on the applications and services that power their business. The Ajax's Cloud Platform blends web-scale engineering and consumer – grade design to natively converge server, storage, virtualization and networking into a resilient, software – defined solution with rich machine intelligence.

The Results

Predictable performance, cloud consumption models, robust security, and seamless application mobility for all enterprise applications at any scale. A single software fabric unifies your private and public clouds and delivers one-click simplicity in managing multi-cloud deployments. One OS. One click™

A MESSAGE FROM MANAGEMENT

DRAFT

Dear Customer

We implement our CX program to insure we provide goods and services that will consistently exceed your expectations. We realize to continuously exceed your expectations is an ongoing challenge –that we are pleased to accept.

We strive to provide our employees with a workplace that motivates, training to raise customer service awareness—competence—operational practices, customers are valued, and relationships are maximized. We consistently recognize and reward our employees who exceed customers' expectations. We consistently measure the level of customer satisfaction with our products/services. We consistently report the levels of customer satisfaction and measure our performance versus industry standards and/or best in class performances. We consistently provide corrective action to improve our performance in products/services. Our customers have been interviewed and the information gathered from these interviews has allowed management to make improvements necessary to retain and enrich the product/services provided to our customers.

This independent annual CXDNA Report Card summarizes our CX program results. We thank you for your participation and welcome your comments and the challenge of turning your comments into action. Our pledge is to continue to build on our CX program foundation of “listening to our customers” and to continuously make improvements, because, our customers satisfaction is the most critical component of our company's DNA.

Sincerely,

John Smith

John Smith
VP, Worldwide Support

CXDNA PROGRAM SUMMARY | CUSTOMER SUPPORT GROUP

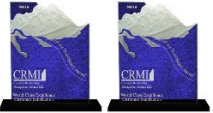
Customer Satisfaction						
Overall Satisfaction		5	4	3	2	1
1	Was your repair completed on time?	45	30	30	18	2
2	Overall, how satisfied are you with our support?	50	25	30	18	2
3	Overall, please rate your satisfaction with our Technical Support?	50	25	30	18	2

Customer Satisfaction Survey Results by Questions – Customer Support 2018						
	CURRENT YEAR			PRIOR YEAR		
Customer Support Satisfaction Questions:	Response	Sat%	ScoreBoard Index (SBI)	Response	Sat%	ScoreBoard Index (SBI)
Overall, how satisfied are you with our support?	125	99%	4.9	120	99%	4.8
Overall, please rate your satisfaction with our Technical Support?	125	99%	4.9	120	99%	4.8
Was your repair completed on time?	125	99%	4.9	120	99%	4.9
Total	375	99%	4.9	360	99%	4.9
Loyalty Question:			NPS			NPS
How likely are you to recommend Company name to a friend or colleague?			89%		91%	

CXDNA PROGRAM SUMMARY | CONSULTING SERVICES GROUP


Customer Satisfaction						
Overall Consultant Satisfaction		5	4	3	2	1
1	Consultant-Knowledge	199	50	55	5	0
2	Consultant - Professionalism	235	65	25	0	0
3	Consultant-Responsiveness	50	25	30	2	0
4	Overall – Satisfaction with the Consultants	75	25	12	0	0
	Total	559	165	122	7	0

CUSTOMER SATISFACTION SURVEY RESULTS - 2018 CONSULTING SERVICES GROUP						
Satisfaction Questions:	CURRENT YEAR			PRIOR YEAR		
	Response	Sat%	SCOREBOARD INDEX (SBI)	Response	Sat%	SCOREBOARD INDEX (SBI)
Consultant Knowledge	309	95%	4.6	234	98%	4.4
Consultant Professionalism	325	93%	4.6	234	98%	4.4
Consultant Responsiveness	107	94%	4.6	234	98%	4.1
Overall Satisfaction with Services	112	94%	4.6	233	98%	4.8
TOTAL	853	94%	4.6	935	98%	4.4
Loyalty Question:		NPS			NPS	
How likely are you to recommend Company name to a friend or colleague?		90%			N/A	

TESTIMONIALS	NORTHFACE SCOREBOARD AWARD RECIPIENT
<p><i>"One of our key decision points in choosing Ajax's was its support organization. Ajax's has by and far the best support of any IT organization that I've ever worked with."</i></p> <p>Senior Cloud Architect</p> <p><i>"I've been in business a while and what I've noticed is that Ajax's support is one of the best out there. You log a low priority ticket and it gets picked up in 15 minutes and somebody is calling you to fix it."</i></p> <p>Director, Infrastructure & Operations</p>	<p>Customer Support Group: 2017-2018</p> 

NORTHFACE SCOREBOARD AWARD Customer Bill of Rights Established – 1998	
Adopt a Customer Bill of Rights reviewed and approved by Executive C-Level Management Team.	
<p>Article I: Companies agree to provide goods and services that will consistently exceed their customer's expectations.</p>	<p>Article VI: Companies agree to adopt a change management strategy to consistently provide corrective action to poor performance in products and services.</p>
<p>Article II: Companies agree to provide their employees with a workplace where employees are motivated, trained and skilled, customers are valued, and relationships are maximized.</p>	<p>Article VII: Companies agree to consistently measure their performance versus industry standards and/or best in class company performers.</p>
<p>Article III: Companies agree to recognize and reward their employees who consistently exceed their customer's expectations.</p>	<p>Article VIII: Companies agree to consistently validate their customer satisfaction results via being recipients of industry awards-certifications and/or independent audit of their customer satisfaction results.</p>
<p>Article IV: Companies agree to consistently measure the level of customer satisfaction with a company's product and services.</p>	<p>Article IX: Companies agree to a chief customer advocate position, reporting to the President whose sole responsibility is the ombudsmen for customers, coordinates the corrective action plan/change management strategy and who consistently reports the level of customer satisfaction with products/services to the executive management team.</p>
<p>Article V: Companies agree to consistently report levels of customer satisfaction for products and services to executive management and the enterprise.</p>	<p>Article X: Companies agree to an annual review of their customer experience management strategy (CX) which must include Article I thru Article IX.</p>

CXDNA PLAYBOOK STRATEGY BENCHMARK												CLIENT CX STRATEGY		
COMPONENTS												Y = YES N = NO UNK = UNKNOWN		
CXDNA Playbook Strategy	1	2	3	4	5	6	7	8	9	10	11	12		
Client Strategy	Y	Y	Y	UNK	UNK	Y	Y	Y	UNK	Y	UNK	UNK		

CXDNA PLAYBOOK STRATEGY COMPONENTS				
1. Road Map – CXDNA	4. Business Intelligence	7. Corrective Action Plan	10. CX Stakeholders Communication	
2. Account Management	5. Analytics	8. Employee Engagement	11. WinBack Strategy	
3. CX Technologies	6. Benchmarking	9. Change Management	12. Return on Investment	