



# Report From Our Independent CEM Auditors



To Customers of Best Corp,

We have conducted our external NorthFace ScoreBoard Award<sup>SM</sup> audit for the customer base of Best Corp as of the calendar year 2012. This customer satisfaction report is the result of our independent review of the survey results provided by Best Corp. Our responsibility is to express an opinion on these customer survey results based on our audit.

Our audit also includes a review of the company's overall Customer Experience Management (CEM) strategy as it compares to our CEMDNA Playbook Strategy. The results of the CEM comparison are included in our audit findings. Further, our audit produces a report card containing a summary of the survey results, applicable benchmark information, executive message to their customers and several CEMDNA content links. The CEMDNA content links are intended to provide additional information on the company's CEM program. The report card is a vehicle for communicating the company's CEM strategy to stakeholders and the marketplace at large.

We conducted our customer 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 statements, provided by Best Corp, are free of material inconsistencies. An audit includes examining the survey process, survey results, survey questions, survey frequencies and obtaining written verification from Best Corp management responsible for measuring customer satisfaction as evidence supporting the above examination. We believe that our survey audit provides a reasonable basis for our opinion.

In our opinion, the consolidated customer satisfaction report card presents fairly, in all material respects, the customer satisfaction position of Best Corp, for the time period of January 1st through December 31st 2012.

Anthony Santilli  
Chief Customer Officer

Omega Management Group Corp.  
300 Concord Road, Suite 330  
Billerica, MA 01821  
www.omegascoreboard.com  
800-711-5196

*Building Customers For Life<sup>SM</sup>*

## Best Corp

Our Company



[Click Here For More Info](#)

BCfL Webcast



[Click Here For More Info](#)

NorthFace ScoreBoard Award



[Click Here For More Info](#)

NorthFace ScoreBoard Award  
Recipient Letter



[Click Here For More Info](#)

## Company Overview

### Your Business Depends on Technology

Best Corp aims to be the leading provider of IT services to small to medium size businesses that do not have a dedicated or complete IT staff. We will strive to achieve this goal by constantly improving the value of our services and focusing on making our customers more efficient, productive, and satisfied with their technology investments.

Your business depends on technology for success - everything from computer support and software, internet and wireless capability, phone systems, hardware and integration, to remote managed services monitoring.

Best Corp gives you the support of a worldwide technology solutions company, with the personal touch and responsiveness of your own local service provider.

## A Message From Best Corp

Dear Customer,

We have implemented a Customer Advocacy and REtention (CARE) program with the goal of continuously exceeding customer expectations for service excellence. We have interviewed our customers, and the information gathered has allowed us to make improvements necessary to retain and enrich the services we provide to customers.

In fact, Best Corp was named a recipient of the prestigious NorthFace ScoreBoard (NFSB) Award for 2012. Now in its 13th year, the NFSB Award is presented annually to companies who, as rated solely by their own customers, achieved excellence in customer satisfaction and/or loyalty during the calendar year.

This Annual Report Card highlights our CEM Program for the year of 2012, reviewed by our independent customer satisfaction auditing firm, Omega Management Group Corp. We thank you for your participation and welcome your comments and the challenge of turning your ideas into action.

Our pledge is to continue to build on our foundation of "listening to our customers, so that we may continuously exceed your expectations."

Sincerely,

*John Smith*

John Smith  
Senior Vice President, Customer Care  
Best Corp

## CEM Marketing Campaign

WOW.....



RESULTS ARE IN FOR **Best Corp**  
#1 in Customer Service as voted exclusively by our customers  
#1 in Employee Certification for Customer Relationship Skills

Our independent CEM auditing firm, Omega Management Group Corp., has validated our results and we couldn't be more proud of our customer service and our people. Best Corp has received every NorthFace ScoreBoard Award and CEMPRO 2012 Award that are other than self-manufactured.

[Click Here For More Info](#)

## CEM Training



[Click Here For More Info](#)

## CX Press Release



[Click Here For More Info](#)

## CX CEM Content



[Click Here For More Info](#)

# Omega Benchmark Data

Category	NorthFace ScoreBoard 2012		
	Best Corp	Average	Best in Class
Overall Customer Satisfaction	4.1	4.3	4.5

Comparison of Best Corp to Omega 2012 NorthFace ScoreBoard Award Recipients – Average and Best-in-Class scores.

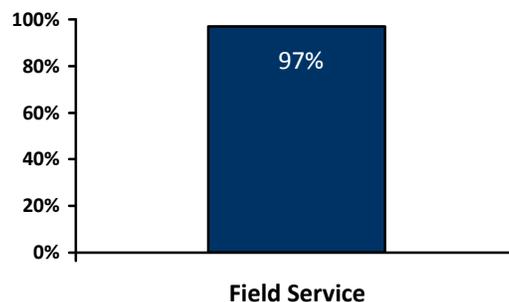
## ScoreBoard Index & Satisfaction Overall

### ScoreBoard Index

ScoreBoard Satisfaction		ANNUAL 2012			
% Sat.	SB Index	Q1	Q2	Q3	Q4
Please rate your satisfaction with the Field Service Group's:					
1. Ease of requesting service					
96%	4.3	4.3	4.2	4.3	4.2
2. Time to arrive on site					
95%	4.3	4.3	4.4	4.3	4.3
3. Time to complete repair					
97%	4.5	4.5	4.4	4.5	4.5
4. Completeness of repair					
98%	4.6	4.6	4.5	4.6	4.6
5. Technical ability					
100%	4.8	4.8	4.7	4.8	4.7
6. Professionalism					
100%	4.8	4.8	4.8	4.8	4.7
7. Ability to keep you informed					
97%	4.6	4.6	4.4	4.6	4.6
8. Overall Satisfaction with FSE					
98%	4.5	4.5	4.3	4.5	4.5

SB Index = Multiply the number of responses by the value of each rating (5 - 4 - 3 - 2 - 1), sum all of the ratings and divide that sum by the total number of responses for each question.

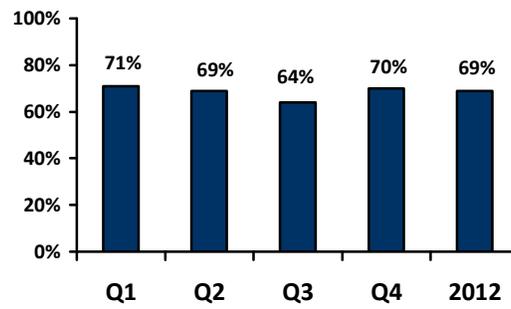
### Satisfaction Overall



Overall customer satisfaction percent is calculated based on the top 3 ratings on 5 point scale [5 = Exceeded Expectations; 4 = Performed Above Expectations; 3 = Met Expectations]

# ScoreBoard Loyalty Rating

Willing to recommend our Field Service Group to a friend or colleague?



Overall customer loyalty percent is calculated based on the top 3 ratings on 5 point scale

[5 = Definitely Recommend; 4 = Likely to Recommend; 3 = Maybe Recommend;

2 = Unlikely to Recommend; 1 = Definitely Would Not Recommend]