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# InvestorCOM announces Customer Loyalty and Satisfaction results for 2016

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InvestorCOM, a leader in providing technology and outsourcing services to the Financial Services industry announced very positive customer satisfaction and loyalty scores, ranking us higher than many consumer brands.

InvestorCOM's ranking is based on an annual Customer Satisfaction survey of all clients across our range of products and solutions. This year's survey resulted in the company achieving an average Net Promoter score (NPS®) of 73 across its national client base, placing InvestorCOM in the company of consumer NPS leaders such as Apple, Costco, Amazon and Southwest Airlines.

NPS scores range from a low of -100 to a high of +100, and reflect a client's likelihood of recommending a company's product or service. NPS is a core metric used to assess quality, and scores of 50 and higher are considered to be excellent. According to the Satmetrix 2015 Consumer Study of NPS scores in 18 major consumer sectors, the average NPS score in every category is below 60, and the majority are below 40.

"We are very proud of our customer satisfaction score, particularly in the 1<sup>st</sup> year of operating as one company" said InvestorCOM CEO David Reeve. "This result is a strong indication that we are focusing on the key service metrics that are important to our expanding customer base. Service Excellence has long been our most important corporate value and this feedback confirms that our clients recognize our focus in this area."

"Despite the strong customer satisfaction and loyalty results, we will continue to focus on improving all areas in our business with a particular emphasis on technology. The FinTech solutions that InvestorCOM provides are becoming more tightly integrated with our client's networks and we will continue to make significant investments in our technology infrastructure to support this trend" stated Reeve.

## About InvestorCOM Inc.

InvestorCOM ([www.investorcom.com](http://www.investorcom.com)) is a leader in providing financial technology and outsourcing services to banks, asset managers, insurance companies and investment dealers. We have developed an innovative suite of FinTech solutions in response to increasing regulation and demand for more effective communication and disclosure from the financial services industry. Our solutions address the document composition, delivery, compliance, marketing, reporting and analytics needs of our clients.

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