



Press Release

Six 9s Announces 2008 Findings for the Key Recommend Question

Scottsdale, Arizona, March 31, 2009 – Six 9s Associates, Inc. announces 2008 overall increases in the firm’s Net Customer Delight Index (NCDI) ratings for the key “Are you likely to recommend...?” question.

The median 2008 NCDI rating increased 4.4% to 81.6% over the prior assessments, i.e. 50% of clients’ NCDI ratings were above and below this level.

The lowest rating increased 7.3%. The 25th percentile rating increased to 60.1%, and the average rating increased to 70.8%.

The 75th percentile rating and the top rating are 83.9% and 87.0% respectively.

“In these challenging times, it is hearting to see our clients, who are passionate about delighting their customers, continue focusing on satisfying customers as a fundamental cornerstone of their business strategy resulting in increases in customer delight as well as generally high ratings,” said Noel Lesniak, President of Six 9s Associates, Inc.

The NCDI for the key recommend question is the percent of client customers who are likely to recommend them minus the percent of customer who are unlikely to recommend them. [Click here](#) to get more information about the [Net Customer Delight Index](#).

About Six 9s Associates, Inc.

Six 9s is a full-service, customer research firm that plans, designs, and conducts customer satisfaction, customer service, and customer requirements assessments and surveys. The results help clients achieve success by delivering powerful and actionable information about their customers and markets. Founded in 2001, Six 9s is headquartered in Scottsdale, Arizona.

Contact Information

Six 9s Associates, Inc.

+480.488.7936

info@six-9s.com

www.six-9s.com

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For Immediate Release



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Six 9s Associates, Inc. · 34522 N. Scottsdale Rd. · Suite # 169 · Scottsdale, AZ 85266
480.488.7936 · Fax 480.488.7449 · www.six-9s.com