



What Synergy policyholders are saying...

Net Promoter Score **+91**

Synergy routinely seeks feedback from our policyholders. One way we measure satisfaction is through a survey process known as The Net Promoter Score (NPS) developed by Harvard University. The NPS is based on the fundamental perspective that every company's customers can be divided into three categories: Promoters- loyal enthusiasts who keep buying from company and urge their friends to do the same. Passives - satisfied but unenthusiastic customers who may be easily attracted by the competition, and Detractors - unhappy customers trapped in a bad relationship. The NPS survey asks one simple question:

"How likely are you to recommend Synergy to a colleague?"

Policyholders respond to this single question by indicating a score from 0 to 10, with 0 (Not likely to recommend) up to 10 (Extremely likely to recommend). Synergy tabulates response results and tracks on a 12-month rolling basis.

NPS scores range from as low as -100 (everybody is a detractor) to as high as +100 (everybody is a promoter). An NPS that is positive (i.e., greater than zero) is considered good, and an NPS of greater than 50 is excellent.

Net Promoter Score® benchmarks*



Companies included in this industry

GEICO, MetLife, Allstate, 21st Century, Travelers, Prudential, New York Life, Liberty Mutual, AAA, The Hartford, State Farm, American Family, Progressive, Nationwide, Farmers, USAA