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FOR IMMEDIATE RELEASE

Support Financial Resources, Inc. Introduces Promoter Metrix™

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Centerville, OH - Support Financial Resources, Inc., a leading provider of mystery shopping and market research services, is giving banks and credit unions the power to significantly improve the results of consumer behavior through Promoter Metrix™. Only the Promoter Metrix™ name is new. Support Financial Resources (SFR) has been measuring net referral or *net promoter*, as it is more commonly known, since the start of the Service Experiences™ program in 1997.

The difference between Promoter Metrix™ and what is offered by other research firms is the action-ability of the data. It's one thing to have a number or percentage of customers who would promote you – it's an altogether different thing to know what to do with that number at the behavioral level.

"What good is a Net Referral Score if you don't know exactly what to do to improve it? The last thing a bank or credit union manager needs at this time is a false sense of good," said Rhonda Sheets, CEO of Support Financial Resources. "Once we give the score, we also train the manager on how to take their service to the next level."

Promoter Metrix™ is part of a comprehensive service package that measures not only service and sales behaviors, but Net Referral™, Net RePurchase™ as well as Emotional Connection.

With nearly 200,000 service experiences measured in the live environment, Support Financial Resources provides voice-of-the-member front office and back office performance measurement, accountability, and coaching programs that deliver powerful knowledge and actionable performance data that turns goals into realities.

For more information, please contact Linda Thompson, Division Sales Manager, Support Financial Resources, Inc. or visit us at www.ServiceExperiences.com.

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