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## **NEX Customer Satisfaction Survey Reaches a New High**

The results of the 2014 NEX Customer Satisfaction Index (CSI) survey score reached a new high of 86 on a 100 point scale. The CSI survey shows how customers rate the NEX in a number of different areas including customer service, pricing, problem resolution and merchandise.

“Once you reach a score of 80, it is exponentially harder to increase your score,” said Robert J. Bianchi, Navy Exchange Service Command (NEXCOM) Chief Executive Officer. “So, I am thrilled and honored that our customers continue to rate us even higher year after year. Our score of 86 is among the highest recorded for retailers in studies using the same methodology. NEXs have surpassed some of America’s most customer focused retailers!”

NEX customers gave high scores to the quality of merchandise sold as well as the prices of the merchandise. Based on a 100 point scale, NEX customers gave a score of 85 to the question “the prices are of great value given the quality of products sold at the NEX.” The question “given the prices of the products offered by the NEX, the quality is excellent,” scored an 87.

“Our mission is to provide quality goods and services at a savings and to support Navy quality of life,” said Bianchi. “Based on those two scores, our customers are telling us that we are accomplishing that mission. Our customers know that when they shop the NEX, they are going to get quality products at a savings.”

Three-fourths of customers surveyed said they would recommend shopping the NEX to other authorized customers. This figure is reflected in a Net Promoter Score (NPS) of 67, which compares very favorably to an average score of 60 for department and specialty retailers.

The survey also showed marked improvement in the area of problem resolution. Fewer customers are reporting problems. For those problems that are being reported, more are being resolved to the customer’s satisfaction.

In addition to rating areas within the store, each NEX was also given a score. The survey results showed that 97 percent of all NEXs had a score of 80 or above while the remaining three percent of the NEXs scored between 70 and 79. Each NEX reports to a district which is overseen by a NEXCOM District Vice President. Scores for each NEX within a district were averaged out to

calculate each district's score. District scores in the continental United States were 87 while overseas districts were at 81.

Looking into 2015, NEXs will continue to place a high priority on pricing, merchandising, including assortment and in-stock rates, as well as sales flyers. NEXs will also continue to focus on store signs, checkout, merchandise returns and store environment to keep scores in those areas near 90, already very high scores.

NEXCOM began surveying its customers in 1998. Nearly 13,500 NEX customers around the world were asked to participate in this year's survey.

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#### **About NEXCOM**

The Navy Exchange Service Command (NEXCOM) oversees 101 Navy Exchange (NEX) facilities and nearly 300 stores worldwide, 39 Navy Lodges, the Ships Stores Program, the Uniform Program Management Office, the Navy Clothing Textile and Research Facility and the Telecommunications Program Office. NEXCOM's parent command is the Naval Supply Systems Command. NEXCOM's mission is to provide authorized customers quality goods and services at a savings and to support quality of life programs for active duty military, retirees, reservists and their families. NEXs and Navy Lodges operate primarily as a non-appropriated fund (NAF) business instrumentality. NEX revenues generated are used to support Navy Morale, Welfare, and Recreation (MWR) programs. In FY13, \$2.7 billion in sales were generated with \$51.9 million in dividends provided to Navy MWR programs.