

# NPS & Feedback Surveys

*How your feedback shapes your experience, your strategy, and our partnership.*

## Why We Ask for Feedback

Your experience matters just as much as performance metrics. While data shows us what is happening, your feedback helps us understand how it feels to work together and where we can improve.

**Twice a year**, we ask for structured feedback to make sure your experience stays aligned with your expectations. This allows us to address opportunities early and continuously improve how we partner with you.

## What NPS Is (and What It Isn't)

Net Promoter Score (NPS) helps us understand how likely you are to recommend 9Sail, which is a strong indicator of overall partnership health. It is not a performance grade or a one-time judgment. Instead, it's a pulse check that helps us understand sentiment over time. When paired with satisfaction questions, it gives us both quantitative and qualitative insight.

## How the Feedback Loop Works

Your feedback flows through a structured process designed to turn insight into action:

1. You complete the six-month survey
2. Responses are reviewed by your client success and operations teams
3. We look for themes across satisfaction and improvement areas
4. We follow up if clarification or discussion would be helpful
5. Adjustments are made where appropriate
6. Progress is monitored moving forward

This ensures feedback is acknowledged, addressed, and reflected in how we work together. Depending on what you share, we may adjust strategy, communication cadence, reporting clarity, or internal processes. Feedback is treated as insight, not criticism.

## What Happens After You Submit Feedback

If your feedback highlights an opportunity or concern, you can expect a follow-up. This might be a check-in conversation, clarification questions, or a discussion around next steps. Our goal is alignment and improvement, not defensiveness. When feedback is positive, we use it to ensure we continue delivering what's working well.

## What We Encourage From You

Honest, thoughtful feedback, both positive and constructive, is always welcome. You don't need to wait for the survey to share observations or concerns. These insights can be shared directly with your Account Manager or Digital Strategist at any time, or with our Client Success team. The strongest partnerships are built on open communication and shared ownership of outcomes. Your input directly shapes how we support your firm.