



Avalon Achieves Overall Net Promoter Score (NPS) of 92

BUFFALO, NY – December 8, 2021 – The Net Promoter Score (NPS) is a survey that helps organizations measure customer loyalty and satisfaction via one simple question: “How likely is it that you would recommend [Company] to a friend or colleague?” Survey respondents then rate the company between 0 (for not at all likely) and 10 (extremely likely). The score, which ranges from -100 to +100 is calculated by subtracting the percentage of “detractors” (people who score a company between 0-6) from the percentage of “promoters” (people who indicate a score of 9 or 10).

According to Bain & Company, creator of the Net Promoter Score, a good NPS rating is:

- Above 0 is good
- Above 20 is favorable
- Above 50 is excellent
- Above 80 is world class

Our 92 NPS is the average of the 90+ scores we’ve earned each year since 2017. Altogether, we’ve received more than 3,000 responses from clients in our Avalon Docs printing division, as well as Avalon Cyber, provider of proactive and reactive cybersecurity services; Avalon Legal, which offers digital forensics and eDiscovery services; and Avalon Plans, created for the AEC industry.

Here’s a graphic to illustrate our 90+ score in comparison to scores of some of the best brands in the world:



Of course, we're honored to receive this rating from our clients, but their comments (which we've been receiving since 2000) mean even more to us:

"Avalon is AWESOME!!!! From beginning to end, they are 100% professional, ready, willing, and able to meet and exceed all expectations. They are top notch, and we would not use anyone else!!!!"

"OMG, I don't know where to start! Avalon has been 100%+ dead on in everything we throw at them! They bend over backwards to keep the clients happy, and I'm a happy camper when I send jobs to them because I know they'll be correct, on time, usually prior to needing them back!!! I would highly recommend them in a heartbeat!"

"Avalon people are the friendliest, most down to earth group to work with and have a vast knowledge of experience in the industry that they provide services for. I have the utmost trust in their entire group."

"In the 20+ years I've dealt with print companies, Avalon is by far the best I've ever worked with. Quality, efficiency, and customer service are just a few of the words to describe Avalon. Lifelong customers here!"

"Look up 'kickass' in the dictionary, you'll see Avalon right there."

"Avalon is consistently a '10' in my book. Everything is always better than expected."

While we're so proud of our team for providing unbelievably amazing service, we certainly couldn't do it without our fantastic clients! We want to thank all of you so much for standing with us through the years and trusting us to solve your unique business challenges. We look forward to providing you with 90+ service again soon!

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About Avalon:

Avalon was founded in 2000 in Syracuse, New York, as a legal copy company that prided itself on high-quality products and a high level of customer service. Avalon has evolved to provide a wide array of niche services including scanning, managed office services, digital forensics, cybersecurity, and eDiscovery to numerous industries. Avalon has been recognized by Inc. Magazine as one of the fastest growing private companies in the U.S. and is a 6-time Inc. 500/5000 honoree. Avalon has regional offices in Buffalo, Rochester, Syracuse, Cleveland, Tampa, Omaha, Grand Rapids, Detroit, and Phoenix. For more information, visit www.avalonlegal.com or go to [LinkedIn](#), [Twitter](#), or [Facebook](#).

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CONTACT:

Ian M. Gattie
Director of Marketing
Avalon
716.995.7777
ian.gattie@teamavalon.com