

September 2009

## CSG Professional Services Receives World-Class Customer Satisfaction Scores

CSG Professional Services recently participated in an independent customer satisfaction survey conducted by TNS Prognostics as part of the Microsoft Partner Program. CSG has been a Microsoft Gold Certified Partner for several years, working closely with customers to solve complex Business Intelligence, SharePoint, and Custom Application Development needs.

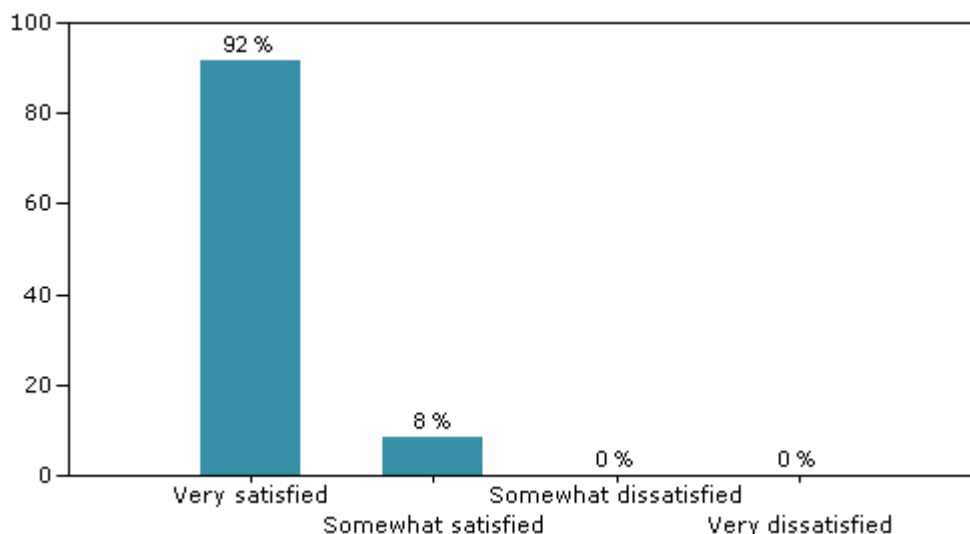
Results from this survey help CSG gain valuable insight into our customers' attitudes, experiences, and overall satisfaction levels with CSG consulting engagements. We interpret our customer feedback to leverage our strengths, improve in areas that need focus, and to ultimately better serve our customers' ongoing business needs.

The results from this recent TNS survey reinforce our belief that CSG pays close attention to customer satisfaction. CSG was measured on five key performance indicators: NSAT, Customer Loyalty Segmentation, Revenue Impact, Loyalty, and Overall Performance scores.

CSG Professional Services NSAT Score is 191.67 out of 200. NSAT is the net satisfaction score, a standard way for measuring customer satisfaction.  $NSAT = \text{Customers that are 'Very Satisfied'} - (\text{Customers that are 'Somewhat Dissatisfied'} + \text{Very Dissatisfied}) + 100$  points.

The chart below shows CSG's customer satisfaction scores. Based on the above formula, CSG's NSAT score is calculated as follows:  $(91.67\% - (0+0)) + 100 = 191.67$ .

Question
We'd like to ask you about your overall satisfaction with CSG Professional Services. Considering everything you know about this company, its relationship with you and its technology products, services, and/or support would you say you are . . .



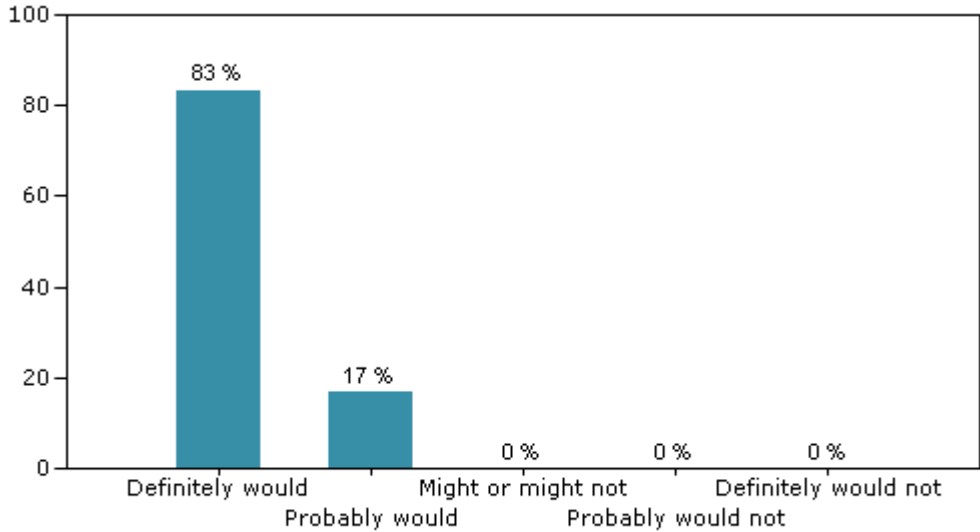
The average Microsoft partner NSAT score is 166.78. CSG’s scores are 25 points higher than the average. Microsoft Partner Account Manager, Jim Kamikawa says “CSG’s NSAT score is truly world class. It shows their level of commitment to customers.”

Key Performance Indicators	Your Results	Average for All Partners
<b>NSAT</b>		
NSAT*	191.67	166.78

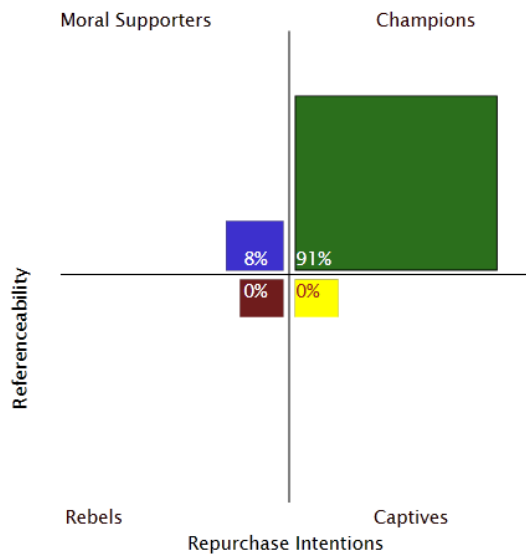
Loyalty is a key performance indicator for CSG. The below scores are based on a scale of 100.

<b>Loyalty</b>		
Satisfied	100.00	95.95
Likely to Recommend	100.00	91.41

**Question**  
 Based on your experience, how likely would you be to recommend CSG Professional Services to a friend or colleague looking for technology products, services, and/or support?



The following graphic indicates that **91% of CSG customers are ‘Champions’ and 8% are ‘Moral Supporters’**. Champions are those who are likely to recommend CSG and likely to repurchase services from CSG. Moral Supporters are likely to recommend CSG, but not likely to repurchase services. Rebels are unlikely to recommend or repurchase, and Captives are unlikely to recommend, but likely to repurchase because they are locked in to a financial agreement.



Customers were asked to provide additional feedback about their experience with CSG Professional Services. Below is a sampling of comments.

- “CSG is very professional. It is an advantage that they are a local company.”
- “They have great service and bug-free delivery.”
- “The experience has been great. They are responsive and solution-oriented.”
- “CSG people are knowledgeable, responsive, and innovative.”
- “They are totally accountable with respect to deliverables, schedules, and budgets.”
- “CSG management looks beyond current engagements with an eye toward extending depth and breadth for the client.”
- “They are good business people, good engineers, and good teachers.”



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