

Raising the Bar for CSAT and NPS in BPO

2025 CUSTOMER SATISFACTION SURVEY: KEY RESULTS

CSAT: 4.46

Highest score to date

NPS: 85.5

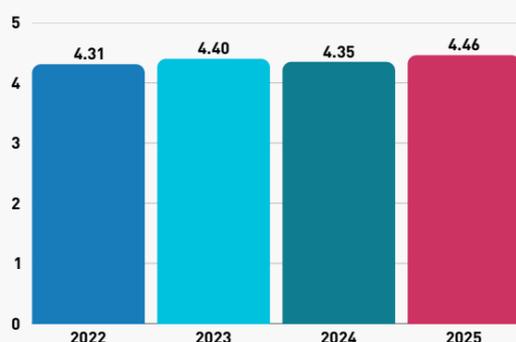
Fourth straight year of excellent NPS

CSAT REACHES A NEW HIGH IN 2025

ADEC Innovations' CSAT rose to 4.46 in 2025, up from 4.35, reflecting sustained operational improvements and workflow maturity.

Overall, results show a clear upward trend, reflecting consistent delivery, targeted improvements, and a strong culture of continuous improvement.

YEAR-ON-YEAR CSAT PERFORMANCE



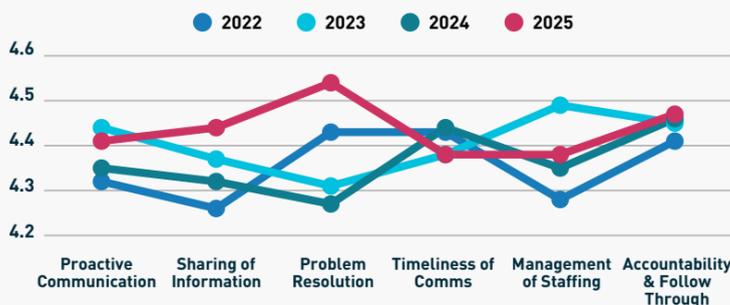
CSAT CATEGORIES AT A GLANCE

At ADEC Innovations, CSAT in BPO is measured across six categories. The three top-performing areas in 2025 were:

- Timeliness of communication
- Proactive communication
- Accountability and follow through

Information sharing and problem-resolution practices consistently receive high customer ratings.

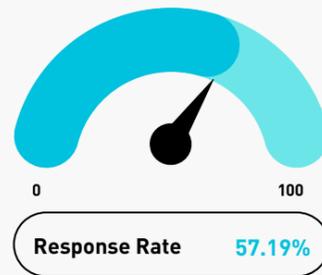
Focusing on strengthening these areas enables our teams to deliver the accuracy, timeliness, and dependable follow-through that directly improve operational performance.



RESPONSE RATE

Our annual Customer Satisfaction Survey saw a 57% response rate, nearly double the 20–30% benchmark* for external customer surveys.

This level of participation reflects strong client engagement and confidence that feedback will be used to drive improvements.

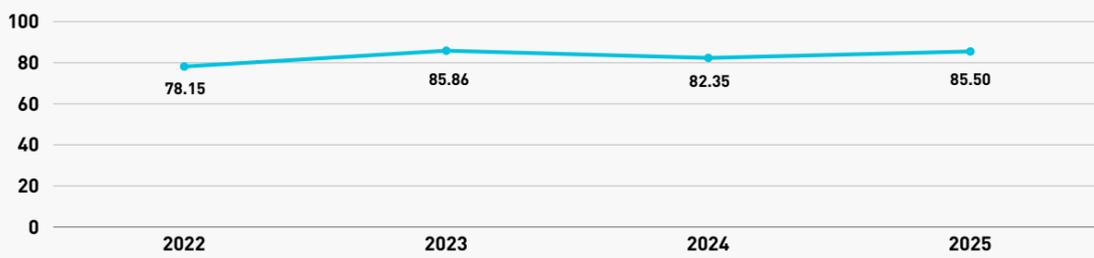


*Cloutcrk, 2025

HOW ADEC INNOVATIONS SUSTAINS HIGH NPS

In 2025, ADEC achieved an NPS of 85.5, up from 82.32, maintaining an excellent rating for the fourth consecutive year.

This sustained performance reflects an outsourcing approach built on deep familiarity with client processes, and a continued commitment to transparency and trust.



WHY THIS MATTERS FOR OUTSOURCING PARTNERSHIPS

As an outsourcing solutions provider, ADEC Innovations can confidently state:

- 1. We improve because we listen**
Every feedback item becomes an action.
- 2. We protect operational stability**
Long-term BPO clients benefit from low attrition and deep expertise.
- 3. We communicate early and often**
Whether through Teams, email, or structured reporting, clients repeatedly highlight clarity and responsiveness.
- 4. We acknowledge where we can do better**
Feedback on proactivity, redflag visibility, and escalation informs our improvement plans.
- 5. Progress is our performance standard**
We measure success by how consistently we convert feedback into better experiences.
- 6. Clients trust us because we evolve with them**
Our clients stay because we improve for them. And they grow because we partner with them.

“Quality is always above expectations.”

- ADEC Client

Speak to our Outsourcing Specialists today

