



## Transforming Client Experience Through CX and Recognition

### Introduction

Gardiner's journey to elevating client experience began in 2022, when the foundation for excellence started to be laid with the guidance of Frank Favaro and ServeCentric. This early work has culminated in remarkable progress by Q3 2024, with a 6-point increase in Net Promoter Score (NPS) and an 81% surge in survey participation. By staying true to its credo, "Be the Reason People Choose Gardiner," and empowering its associates through a robust recognition program, Gardiner has transformed both client and employee experiences.

### Key Highlights

1. Gardiner's NPS improvement from 48 to 54 underscores enhanced client satisfaction and loyalty.

**Promoters:** 68% of respondents praised the professionalism, expertise, and attentiveness of Gardiner's associates.

**Impact:** Higher NPS fosters client advocacy, with promoters likely to drive referrals and new business opportunities.

2. Engagement in Gardiner's Q3 survey rose significantly (+81%), providing richer client insights.

**Broader Data:** Expanded participation revealed critical areas for improvement, like communication and follow-up, which are now being addressed.

**Impact:** This growth reflects strengthened client relationships and their confidence in Gardiner's commitment to listening and acting on feedback.

3. Gardiner's credo, "Be the Reason People Choose Gardiner," is reinforced both externally, through client feedback, and internally, through its Hi Five! recognition program launched in July 2024.

**Internal Recognition:** Since its launch, over 730 High Fives/Recognitions (to-date) have been shared between associates, distributing more than 4,400 points redeemable as dollars in Gardiner's e-store. The Hi Five! program focuses on celebrating every success, big or small, fostering a culture of collaboration, morale, and appreciation among team members.

**Impact:** By empowering employees and celebrating their contributions, Gardiner has elevated employee morale and strengthened its commitment to delivering exceptional client experiences.

### Conclusion

Gardiner's Q3 2024 success showcases the power of listening to clients, acting on feedback, and empowering employees. The NPS improvement, participation growth, and the impact of the Hi Five! recognition program demonstrate Gardiner's dedication to delivering exceptional client and employee experiences. By staying true to its credo, Gardiner is building stronger relationships and setting the stage for sustained growth and customer loyalty.