



**FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

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SPEARS Y HITS A GRAND SLAM WITH MEMBERS

Greensboro, N.C., August 5, 2010 – If asked about recommending a place to your friends or neighbors, would you do it? In May of this year, members of the Spears Family YMCA stated they would recommend the non profit to friends and recorded the highest referral rate an independent research firm has ever seen.

SEER Analytic group, a consumer research company located in Tampa, Fla., provided a random sample of surveys to Y members regarding a variety of questions including, "How would you rate the YMCA?" and "Do you feel welcome at the YMCA?". Members of the Spears Y propelled it into a superlative national category by answering a single question: "If asked, would you recommend the Spears YMCA to your friends?"

The results of that question were tabulated into a net promoter score. Based on their responses, customers are categorized into one of three groups: Promoters (9-10 rating), Passives (7-8 rating), and Detractors (0-6 rating). A score of 75% or above is considered quite high. Spears Y scored a 74%, which was the highest score any Y SEER worked with in the country.

"The Spears YMCA's goal is to continue to serve our membership. We are constantly striving toward 100% member satisfaction," said Joe Hennigan, executive director at the branch.

For more information on SEER Analytics, please see seeranalytics.com.

the Y

The mission of the YMCA of Greensboro is to put Judeo-Christian principles into practice through programs that build a healthy spirit, mind, and body for all.

The Y is leading the way as the nation's leading non-profit committed to strengthening communities through youth development, healthy living and social development.

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