

# The Redshift Company Health Check Index

Index Measures		
Net Endorser <sup>1</sup>	34%	<p>Endorsers: 40%   Passives: 55%   Critics: 6%</p>
Net Satisfaction <sup>2</sup>	26%	<p>Excellent: 32%   Adequate: 63%   Deficient: 5%</p>
Net Retention <sup>3</sup>	29%	<p>Loyalists: 36%   Uncommitted: 58%   Switchers: 6%</p>
Net Brand Strength <sup>4</sup>	19%	<p>Strong: 26%   Medium: 67%   Low: 7%</p>
Net Overall Performance	27%	<p>1. How likely are you to recommend brand x?                  2. How satisfied are you with company x?                  3. How likely are you to repurchase/re-commission brand x?                  4. Which of the following best describes your relationship with brand x?</p>



Company  
Health Check  
Index **27%**

