



We achieved a
Net Promoter Score® (NPS) of:

80

Client Survey Results 2023

K2 Corporate Mobility is a **Great Place To Work**® *because it's personal*

Introduction

Welcome to the K2 2023 Client Survey Report. For us, this is one of the most important documents that we produce as it is a 'health check' of everything we do for our clients.

This year, we chose to **partner with IPSOS, an independent survey provider**, in order to ensure that our survey results could withstand all scrutiny.

Throughout the survey process, IPSOS had control of all data submitted: we had no access to any data until the survey closed and IPSOS presented us with the results.

In addition, through our partnership with IPSOS, we were able to recalculate our **Net Promoter Score®**, plus gain greater visibility of where we sit within the global mobility market.





A heartfelt thank you

We would like to thank every client who took the time to fill out the survey. For every completed survey, we donated a sum of money to the K2 Foundation, raising a total of £15,300.

Established at the beginning of 2023, the K2 Foundation is a charity which supports the future of children around the world, particularly within the regions that K2 operates.

The **£15,300 raised** through the survey will be used to support a project which is currently underway in São Paulo, Brazil. The project has seen K2 partner with Associação Semeando Amor, a charity in São Paulo which supports local children who are growing up in the favelas. The charity runs a school for some of these children, but as a result of time passing and the school community growing, the school building is no longer fit for purpose. Through its Foundation, **K2 will rebuild the school** so that it can continue to provide a safe, educational space for the current and future generations of local children.



Comments from K2 family members around the World



"With results like these, there are a lot of feelings, but definitely the one that sticks out the most is being proud of the K2 Family, as it took each and every one of us to get to this amazing outcome"

Natasha Wannenburg
Finance Assistant in South Africa



"Our Client Survey Results show that we are going about our business in the correct way, and that our clients appreciate the high standards we hold ourselves to"

Mateus Perez
Client Services Consultant in Brazil



"Thanks to Nick's leadership, we are now part of an amazing company that is not only a Great Place To Work®, but which also has an NPS® of 80!"

Negin Bardaei
Operational Lead in the UK



"These results prove to me that my hard work, and that of my colleagues around the world, is making an amazing impact on our clients. The support we have at K2 from the inside reflects what we are able to show on the outside"

Dian Gibson
Client Services Consultant in the US

Continuous improvement

At K2, we continually focus on improving every aspect of the services that we provide. Whilst we were very pleased to learn that **63% of our clients feel there is nothing we could improve upon**, we have taken on board the suggestions which were made and the ideas that were put forward. We are aware that even very small adaptations can make a big difference to a client's experience, and therefore we are committed to responding to each and every request.



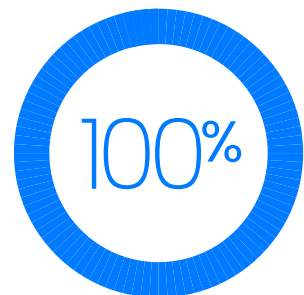
Deep Dive into the results

Completed by 100 clients, our Client Survey returned a **99% satisfaction rate** and a world-class **Net Promoter Score® (NPS®) of 80**.

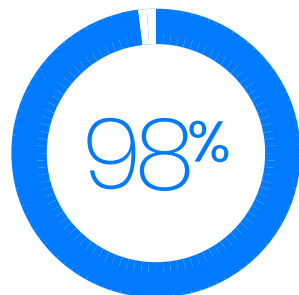
The Net Promoter Score® measures customer loyalty by asking them how likely they are to recommend a brand to a colleague or a friend.

99% of respondents feel that K2 provides them with above average/complete support.

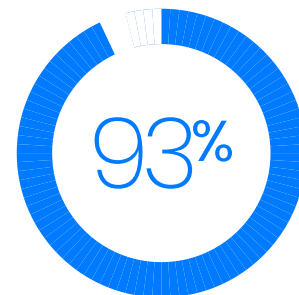
Delving deeper into the different elements which comprise the core K2 support package, on average, respondents are:



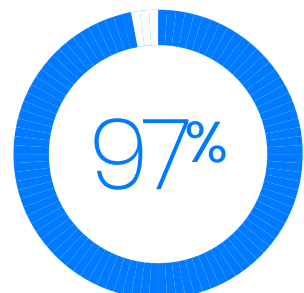
Satisfied with K2's Account Management Teams



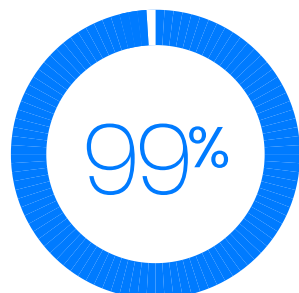
Satisfied with the general industry information which K2 provides



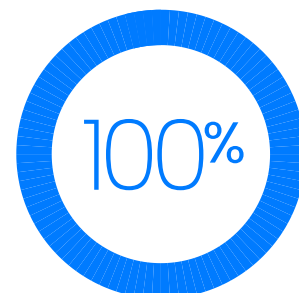
Satisfied with the value for money that K2 provides



Satisfied with K2's understanding of client needs



Response times

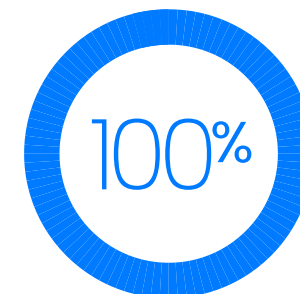


Satisfied with K2's communication with client Global Mobility Teams

Immigration

Over the past twelve months, a key focus area for K2 has been the expansion of its immigration function. Many of our clients use our immigration service in addition to our relocation services; we also have a number of clients who use our immigration service in isolation.

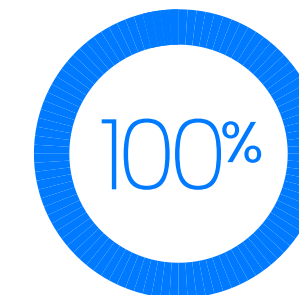
IPSOS found that 100% of these clients were satisfied with the service received from K2. Their responses generated a world-class and extremely rare **Net Promoter Score® of 90** for immigration delivery.



Implementation

In the context of global mobility, implementation – sometimes referred to as transitioning – is the process of on boarding a client. It involves getting to know the client, developing an understanding of the way in which they like to work and communicate. In other words, at the heart of the process is a requirement to build a strong and trusting business relationship, ensuring that we get it right from the very start.

In order to take the pulse of this relationship, IPSOS extracted 7 implementation-only clients and analysed their survey responses in isolation. Their findings: **100% of those clients were satisfied** with the service received from K2.





At K2, we always pride ourselves on doing whatever is necessary to provide the very best service.

Our ethos is to consistently go as far and beyond as we can, in every interaction, to ensure the very best outcome for our clients and their relocating employees.

Knowing that our survey was managed by IPSOS (an independent survey provider) gave the results added independence and therefore the highest credibility, and whilst we are extremely proud of all the survey results, receiving a Net Promoter Score® (NPS®; the official

indicator of customer loyalty) of 80, which is officially rated as world-class, was truly special, exceeding even our greatest of expectations.

Thank you to every K2 client around the world. We very much appreciate your support and partnership and look forward to working with you for months and years to come.

because it's personal



J. Wakeham

Jo Wakeham
Executive Sponsor