

# Press Release

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## Customers Participating In Daubert Chemical 2012 Survey Said They Would Recommend Daubert Chemical Company To A Friend Or Colleague By Overwhelming Margin!

In customer satisfaction terminology, “*Net Promoters*”<sup>[1]</sup> is the single-most important measure of customer satisfaction and loyalty. It’s the degree to which customers answer the question “*Would you recommend the product or service to a friend or colleague?*” The “% *Net Promoter*” score is a customer loyalty metric that measures on the percent of customers who are promoters (rated the company between 9 and 10 on a ten-point scale, ten being the highest) and subtracting the “detractors” (those customers who gave 0-6 as their answer). Nationally, among 400 companies in 28 industries surveyed (Reichheld<sup>[1]</sup>) the average was 16%. For **Daubert Chemical Company (Chicago, IL) the net promoter score was 70%.**

How did Daubert accomplish such an exceptional result? Insights into an answer arise from the fact that nearly half of the companies responding to the survey (consisting of people from the administrative/management and technical ranks) have been purchasing from Daubert for ten years or more. This speaks to Daubert’s focus on long-term technical support and relationship building with their customers.

Whether an adhesive or coating application, product efficacy is affected in large part by the customer’s working environment. The adherence and performance of any adhesive or coating product is affected not only by the formulation itself, by how it’s applied, plant temperatures, and more. Given that formulations react differently depending on such factors, Daubert sales consultants are connected at the hip to lab personnel back in Chicago who can “tweak” the customer’s formulation according to specific application nuances if necessary.

It’s also why Daubert customers consider Daubert their partner and why they gave the company a 9.24 score (on a 10-point scale) on their plans to continue purchasing from Daubert. **“Overall Satisfaction” with Daubert is demonstrated through the company’s 9.11 rating. Customer satisfaction scores are the highest they’ve ever been.**

**We Had A Winner.** Of 935 survey invitations sent out, 22% of the company’s customers responded. One lucky customer (Antonio Holguin, Purchasing Manager for Seymour of Sycamore, Inc., Sycamore IL) won an iPad offered in a sweepstakes drawing among all

participants. Seymour is a manufacturer of automotive, industrial, hardware, specialty and marine products serving the professional and do-it-yourself paint markets.

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1. **Frederick F. Reichheld, "The One Number You Need to Grow," Harvard Business Review, Dec. 2003.**

## About Daubert Chemical Company

Since 1935, Daubert Chemical Company has focused on being industry's "silent partner" as a provider and supplier of adhesive and corrosion prevention products and ingredients. Daubert takes great pride in its ability to work with its customers to develop optimal solutions for their applications. Working in tandem with laboratory personnel in Chicago, our sales consultants champion the customer's products by identifying unique application requirements that, in turn, result in selecting the right formulations. From the laboratory to the customer's location, we do it all quickly and cost-effectively.

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