

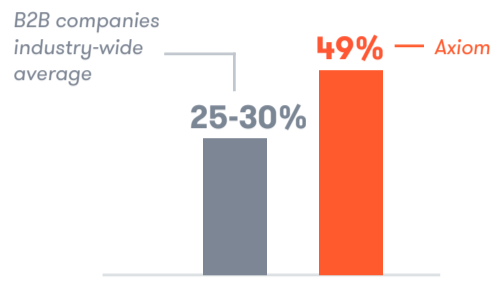


# Axiom Leads the Way in Client Satisfaction

Axiom exists to serve our customers, and aims to constantly improve our services to exceed customer expectations and make sure they are not only satisfied, but delighted. Gathering feedback from clients helps Axiom better understand our strengths and weaknesses, improve our products and services, and ensure we're being responsive to client needs.

## Axiom earned a 49 Net Promoter Score (NPS)

In a recent survey of our clients, Axiom earned a 49 Net Promoter Score (NPS), significantly greater than other business-to-business companies, as the average score for B2B companies is 25-30 industry-wide<sup>1</sup>



### NPS Methodology & Score

Our recent survey completed in November 2020 yielded an NPS score of 49<sup>2</sup> (scores range from -100 to +100).

#### HOW IT WORKS:

9-10	<b>Promoters</b> loyal enthusiasts who will keep buying and refer others to fuel growth
7-8	<b>Passives</b> satisfied, but unenthusiastic customers
0-6	<b>Detractors</b> neutral to unhappy, have the potential to impede growth

#### AXIOM RESULTS:

NPS is calculated by subtracting the percentage of detractors from the percentage of promoters.

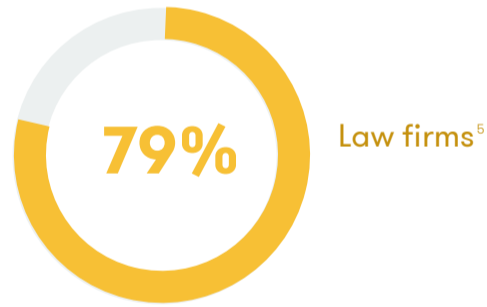


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*My team's experiences with Axiom have been top-notch this year and we look forward to working together in coming years.*

AXIOM CLIENT

## Clients rated Axiom lawyers' caliber and effectiveness equivalent or better than:



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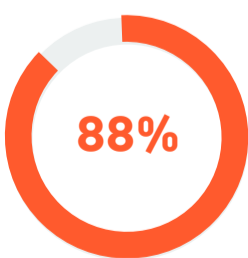
*The most impressive work Axiom did for us was very quickly assembling a large team to supplement our top-tier law firm's team on a second request (antitrust review) in connection with a merger. If faced with the same situation, I would absolutely engage Axiom again.*

AXIOM CLIENT

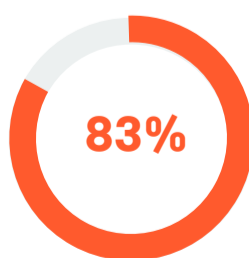
## Axiom lawyers compare favorably

Clients compared Axiom lawyers' performance to lawyers from their law firms and other legal service providers.

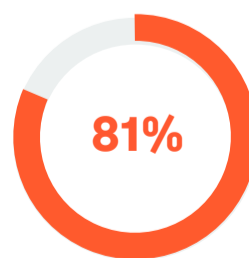
### AXIOM LAWYERS WERE RATED AS EQUIVALENT OR BETTER ON THEIR:



Industry knowledge and business acumen<sup>4</sup>



Efficiency and effectiveness<sup>3</sup>



Technical legal skill<sup>6</sup>

For over 20 years Axiom has been a global leader in high-caliber, on-demand legal talent. With over 2,400 lawyers worldwide, get in touch to start building your strategic, flexible counsel program today:

[axiom@axiomlaw.com](mailto:axiom@axiomlaw.com) or [www.axiomlaw.com/contact-us](http://www.axiomlaw.com/contact-us)

1. According to B2B International  
 2. Based on 119 client responses  
 3. Based on 77 responses. Client responses which answered "Do not know" were excluded.  
 4. Based on 82 clients responses who have experience with other legal service providers  
 5. Based on 111 client responses  
 6. Based on 80 client responses. Client responses which answered "Do not know" were excluded.