



Public Relations Customer Experience Benchmark Survey Key Drivers of Satisfaction with PR Agencies

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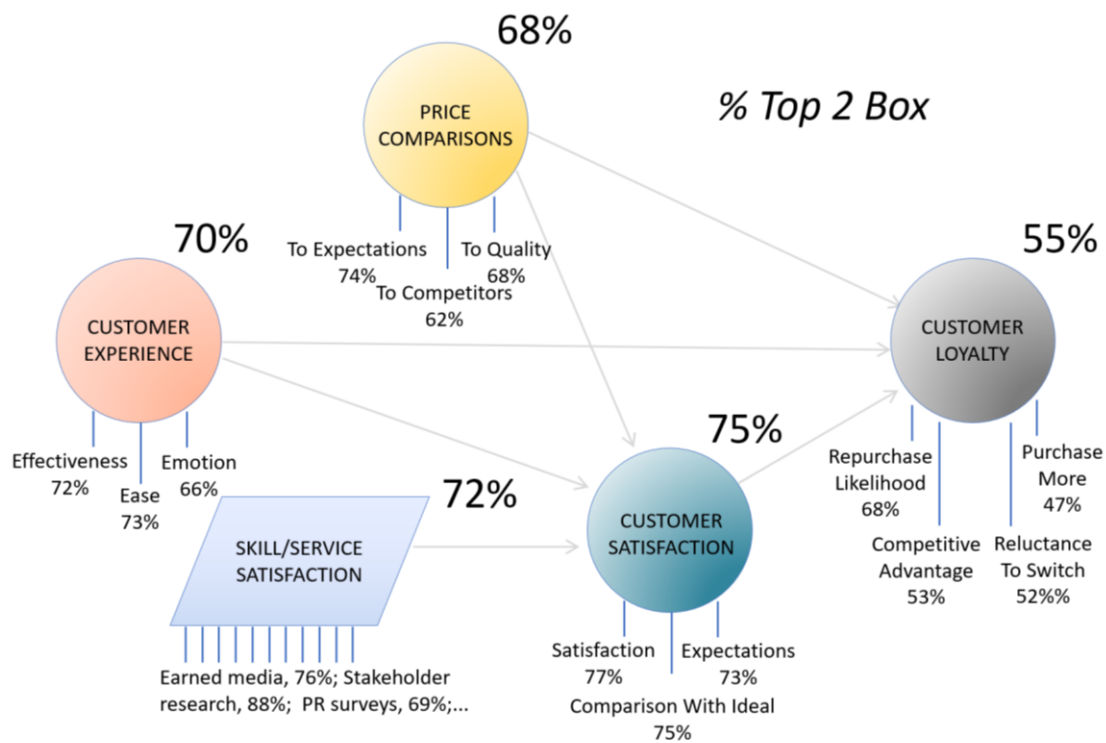
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EXECUTIVE SUMMARY

In conjunction with Critical Mix, Researchscape surveyed 100 U.S. executives regarding their organization's experience with the PR firm it has on retainer. The survey measured the big picture of customer experience, satisfaction, and loyalty. It compared overall satisfaction with a variety of skills and services to determine what factors were the key drivers of overall satisfaction.

Customer Experience, Satisfaction, and Loyalty



Executives rate the customer experience of working with the PR agencies high: 70% on top-2 box score on average, with 72% reporting the agency is very or completely effective, 73% that it is very or completely easy to do business with, and 66% that the agency is very or completely enjoyable to work with.

Price comparisons to expectations, competitors, and quality all do well, with 68% of executives rating the dimensions, on average, good or excellent. Overall, 77% of executives are very or completely satisfied with their organization's PR agency and it performs nearly as well for comparisons to expectations and to the ideal.

Despite strong positives for PR firms when it comes to experience, price comparisons, and satisfaction, this does not always translate to an upside for these agencies. While

two-thirds (68%) of client organizations would be very or completely likely to repurchase the same services from their PR firm, fewer than half (47%) are likely to purchase additional services. Furthermore, only half (52%) indicated that they would be reluctant to switch their business to a new firm.

Developing earned media coverage is the most important driver of businesses' overall satisfaction with their PR firms. This ability had the highest correlation to overall satisfaction (0.821 correlation, for a 67% shared variance between the two measures). Other important factors that drive overall satisfaction include social media monitoring (56% shared variance), setting up media interviews (55%), and influencer marketing (53%).

Comparing the satisfaction and importance of these services and skills shows what the weaknesses and strengths of PR firms were relative to how important they are to customer satisfaction.

<p>Higher Importance</p>	<p>Weaknesses</p> <ul style="list-style-type: none"> • Developing earned-media coverage • Social media monitoring • Setting up media interviews • Influencer marketing • Developing PR campaigns • Stakeholder research • Analyst relations • PR surveys • Developing case studies 	<p>Key Strengths</p> <ul style="list-style-type: none"> • Earned media services • Writing news releases • Marcom (marketing communications) • Communications support • Answering media queries
<p>Lower Importance</p>	<p>Vulnerabilities</p> <ul style="list-style-type: none"> • Speaking engagements • Media pitching • Writing skills • Problem solving • Results orientation • Crisis management • Media contacts 	<p>Assets</p> <ul style="list-style-type: none"> • Networking skills • Digital marketing • Presentation skills • Content creation • Knowledge of your business • Knowledge of your industry • Training corporate staff on how to do media interviews

Lower Satisfaction

Higher Satisfaction

PR firms' key strengths include skills like earned media services, writing news releases, and communications support. Despite executives being satisfied with earned media services, they were less satisfied with their PR firms' skill at developing that earned-media coverage. PR firms also need to improve in areas such as developing PR campaigns and case studies to increase their customers' overall satisfaction.

Executives were satisfied with a number of skills and services that their PR firms provide, but these skills had less of a correlation with their overall satisfaction. Some of these assets are presentation skills, digital marketing, and overall knowledge of their clients' business/industry. Some skills and services that are less important to overall satisfaction and respondents were less satisfied with are: speaking engagements, media pitching, and problem solving.

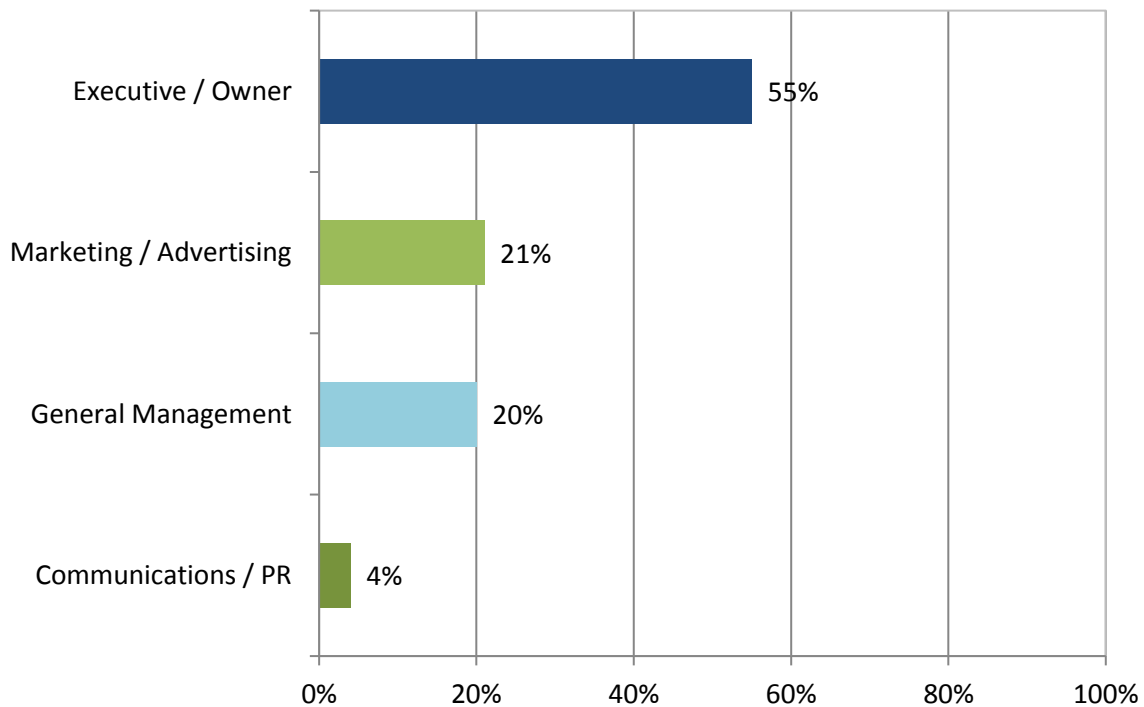
Detailed results follow.

DETAILED RESULTS

Screener

Over half (55%) of respondents are an executive or owner at their company. Over one-fifth (21%) work in marketing/advertising, while 20% work in general management. Only 4% work in communications or PR.

Which best describes your department/current functional role at work?



Sample Size: 100 (All Respondents)

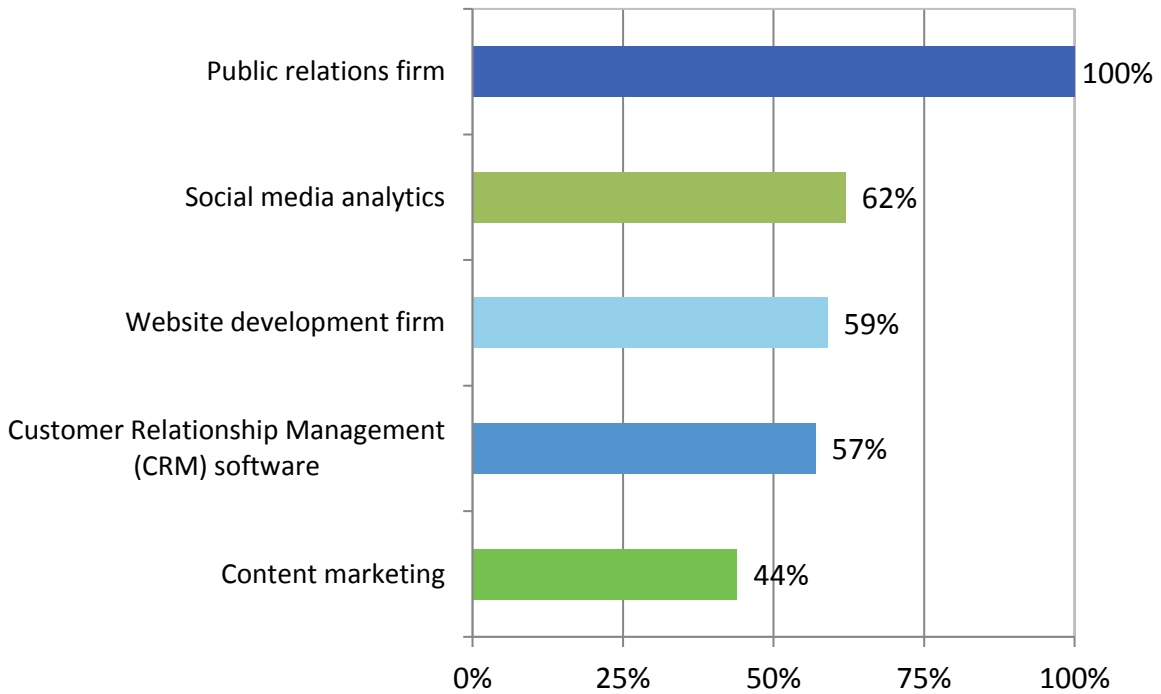
Which best describes your department/current functional role at work?

Rank	Option	Response %
1	Executive / Owner	55%
2	Marketing / Advertising	21%
3	General Management	20%
4	Communications / PR	4%

Note: Only a single option could be selected

To qualify for the survey, a respondent's marketing department needed to use an outside PR firm. A majority of such firms' marketing departments also used social media analytics (62%), website development firms (59%), and Customer Relationship Management (CRM) software (57%).

Which, if any, of the following products or outside services does your marketing department use?



Sample Size: 100 (All Respondents)

Those participants who didn't have a PR firm were screened out of the survey and their results are not included.

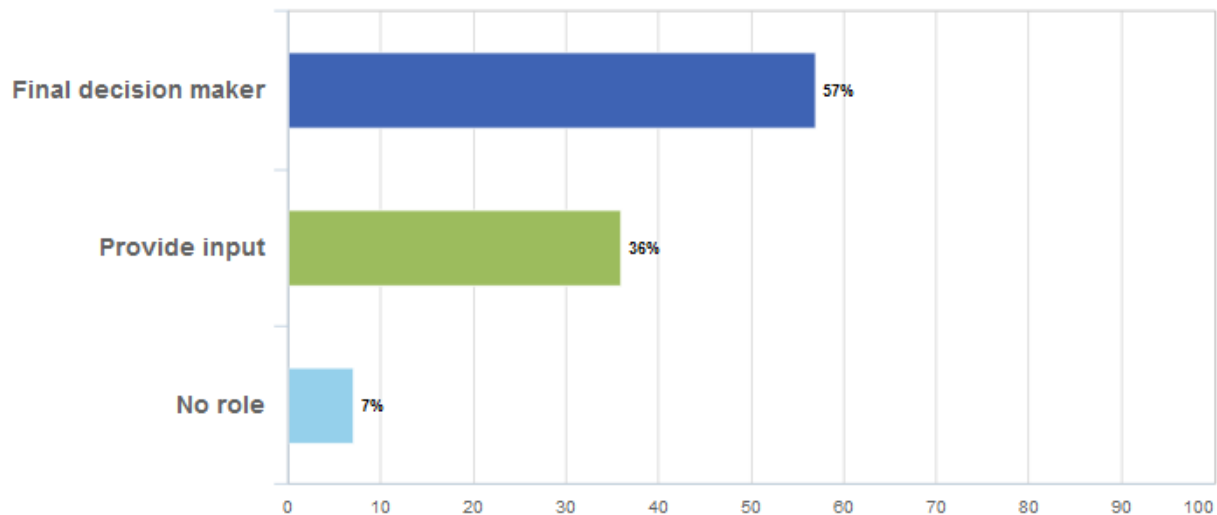
Which, if any, of the following products or outside services does your marketing department use?

Rank	Option	Response %
1	Public relations firm	100%
2	Social media analytics	62%
3	Website development firm	59%
4	Customer Relationship Management (CRM) software	57%
5	Content marketing	44%

Note: Respondents could select multiple options

Most (93%) respondents have some level of influence over continued partnerships with their company's current PR firm, with a majority (57%) being the final decision maker.

What is your role in the decision to renew your PR firm?



Sample Size: 99 (99% of Respondents)

What is your role in the decision to renew your PR firm?

Rank	Option	Response %
1	Final decision maker	57%
2	Provide input	36%
3	No role	7%

Note: Only a single option could be selected

When asked for three things that they specifically liked about their PR firms, respondents cited their reliability, responsiveness, and intelligence.

What do you like about working with your PR firm?

The larger the word, the more respondents who used it in their response.



Sample Size: 99 (99% of Respondents)

Word	Count
Reliable	5
Smart	4
Effective	4
Responsive	4
Knowledgeable	3
Experience	3
Expertise	3
Honest	3
Easy	3
Professional	3
Quality	3
Price	3

Almost half of respondents (43%) had nothing to dislike about working with their current PR firm. Overall, cost was the most disliked factor for 16% of respondents followed by responsiveness (13%).

What do you dislike about working with your PR firm?

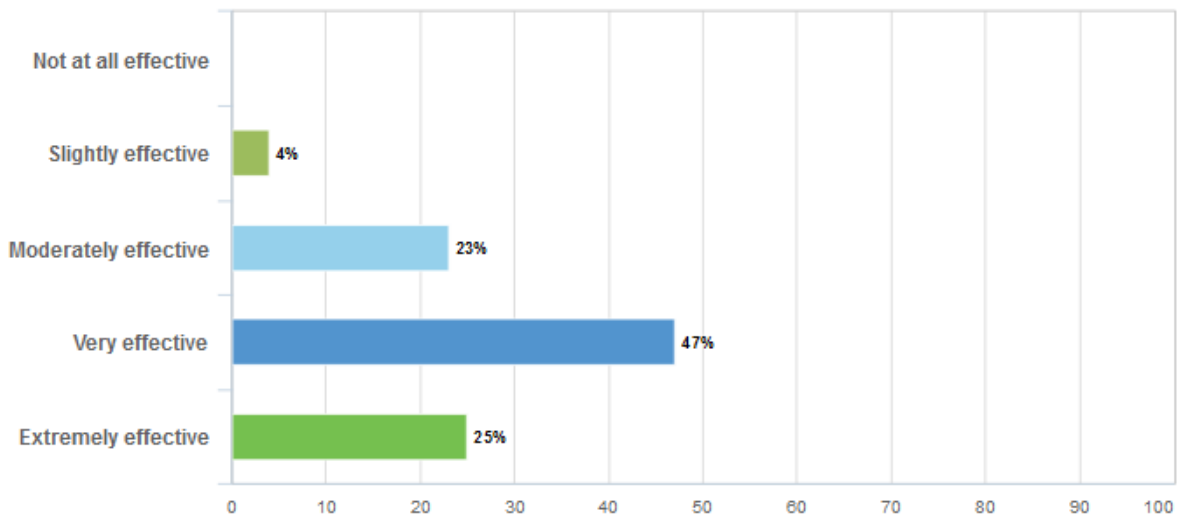
Word	Count
Nothing / N/A	42
Cost	16
Responsiveness/Communications	13
Difficult	5
Location	5
Pushy	2

Customer Experience

The survey included a CX index (Customer eXperience index) derived from research by Forrester, the Temkin Group, and Watermark Consulting. This CX index has correlated to stock-market performance for major brands, with leaders significantly outperforming laggards.

Nearly three-quarters (73%) of executives surveyed said that their PR firms were very or extremely effective at meeting their needs. Only 4% of respondents said that their PR firms were slightly effective.

Thinking about your recent interactions with your PR firm... How effective was your PR firm at meeting your needs?



Sample Size: 99 (99% of Respondents)

No respondent selected "Not at all effective."

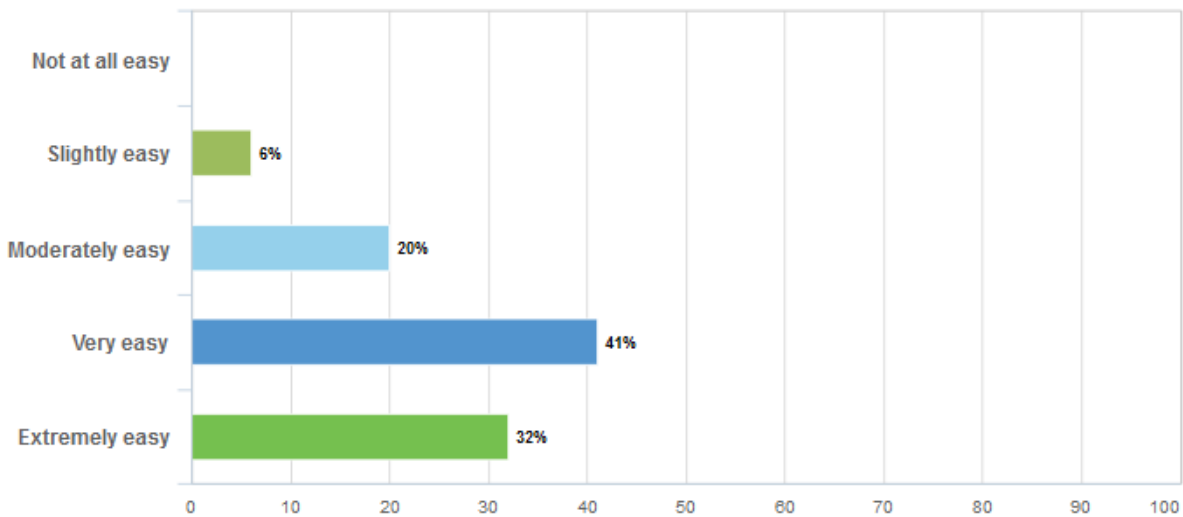
Thinking about your recent interactions with your PR firm... How effective was your PR firm at meeting your needs?

Option	Response %	Cumulative %
Not at all effective	0%	0%
Slightly effective	4%	4%
Moderately effective	23%	27%
Very effective	47%	75%
Extremely effective	25%	100%

Note: Only a single option could be selected

Three-quarters (74%) of executives found it very or extremely easy to work with their PR firms, while only 6% found it slightly easy.

How easy was it to work with your PR firm?



Sample Size: 99 (99% of Respondents)

No respondent selected "Not at all easy."

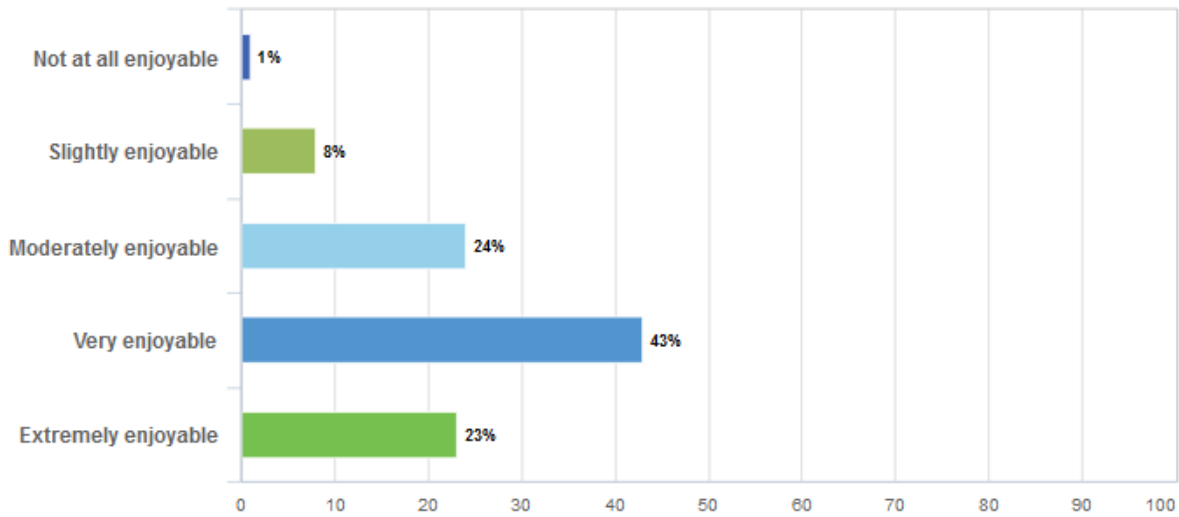
How easy was it to work with your PR firm?

Option	Response %	Cumulative %
Not at all easy	0%	0%
Slightly easy	6%	6%
Moderately easy	20%	26%
Very easy	41%	68%
Extremely easy	32%	100%

Note: Only a single option could be selected

In Forrester research, emotion has proven to be a key aspect of experience that is predictive of loyalty, even for B2B companies. Two-thirds (66%) of executives found interactions with their PR firms very or extremely enjoyable.

How enjoyable were your interactions with your PR firm?



Sample Size: 99 (99% of Respondents)

The least selected choice was "Not at all enjoyable" (1%).

How enjoyable were your interactions with your PR firm?

Option	Response %	Cumulative %
Not at all enjoyable	1%	1%
Slightly enjoyable	8%	9%
Moderately enjoyable	24%	33%
Very enjoyable	43%	77%
Extremely enjoyable	23%	100%

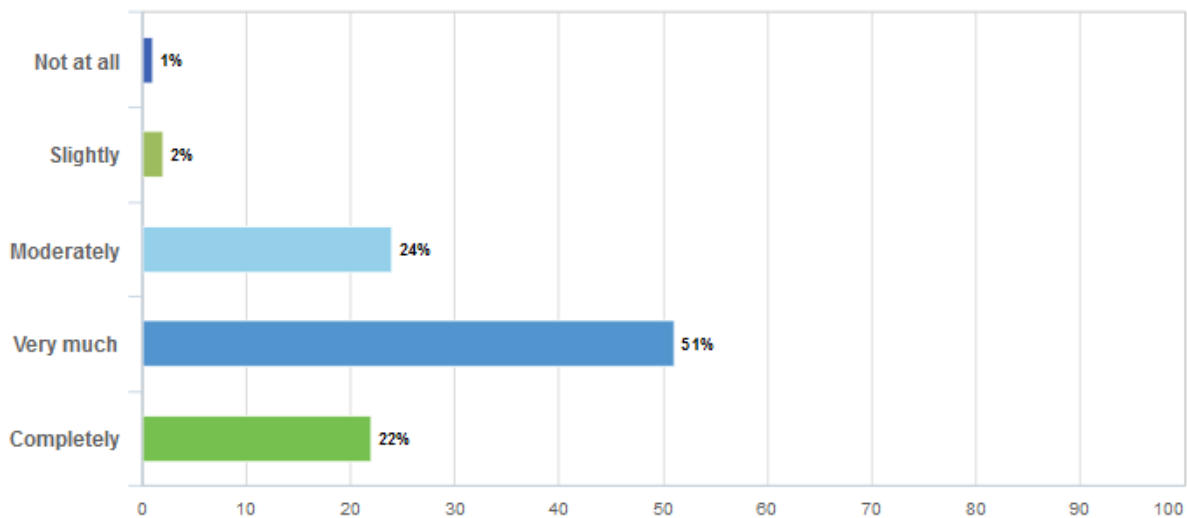
Note: Only a single option could be selected

Customer Satisfaction

Researchscape uses a modernized version of the American Customer Satisfaction Index's question battery, which looks at comparisons to expectations, the ideal, and overall satisfaction.

Only 3% of executives said that their PR firms met their expectations just slightly or not at all, while nearly three-quarters (73%) said that PR agencies met expectations completely or very much.

To what extent has your PR firm met your expectations?



Sample Size: 99 (99% of Respondents)

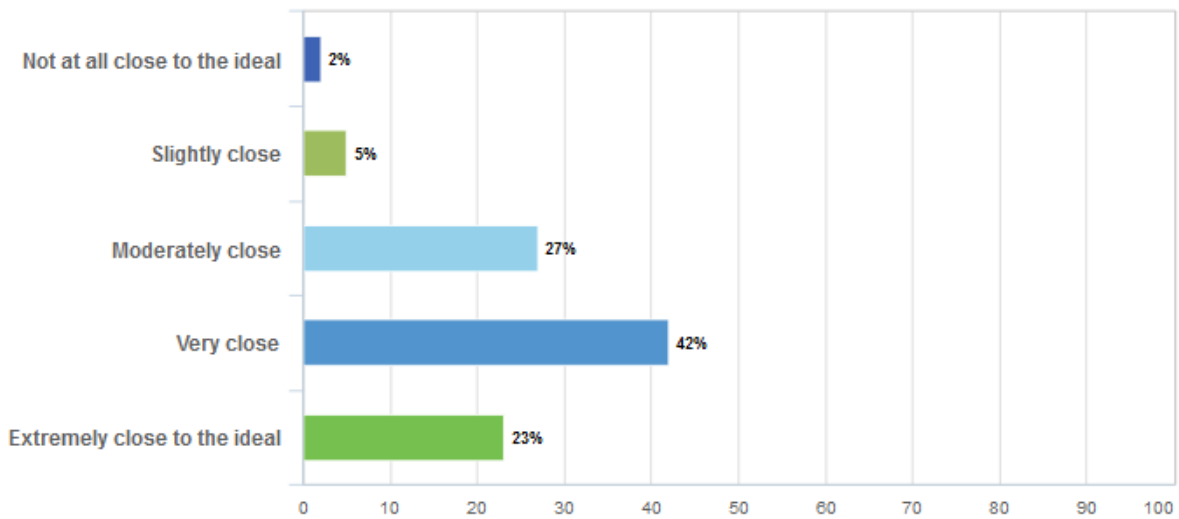
To what extent has your PR firm met your expectations?

Option	Response %	Cumulative %
Not at all	1%	1%
Slightly	2%	3%
Moderately	24%	27%
Very much	51%	78%
Completely	22%	100%

Note: Only a single option could be selected

Three-quarters (75%) of executives also found that their PR firms' services were very or extremely close to the ideal.

How well did your PR firm services compare with the ideal?



Sample Size: 99 (99% of Respondents)

The least selected choice was "Not at all close to the ideal" (2%).

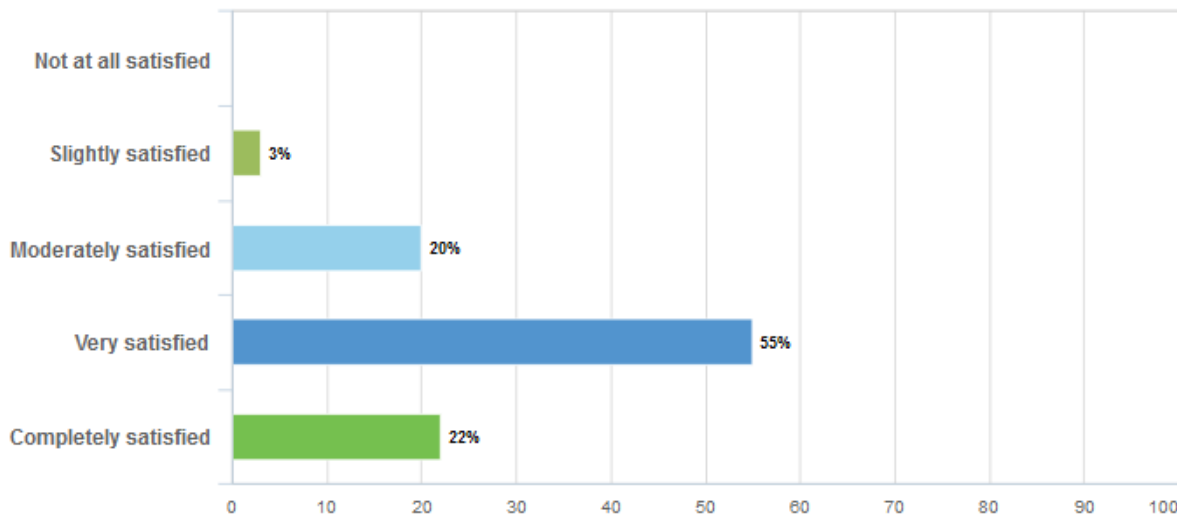
How well did your PR firm services compare with the ideal?

Option	Response %	Cumulative %
Not at all close to the ideal	2%	2%
Slightly close	5%	7%
Moderately close	27%	34%
Very close	42%	77%
Extremely close to the ideal	23%	100%

Note: Only a single option could be selected

More than three quarters of executives (77%) are very or completely satisfied with their PR firm, while 3% were only slightly satisfied and none were not at all satisfied.

What is your overall satisfaction with your PR firm?



Sample Size: 99 (99% of Respondents)

The least selected choice was "Slightly satisfied" (3%). No respondent selected "Not at all satisfied."

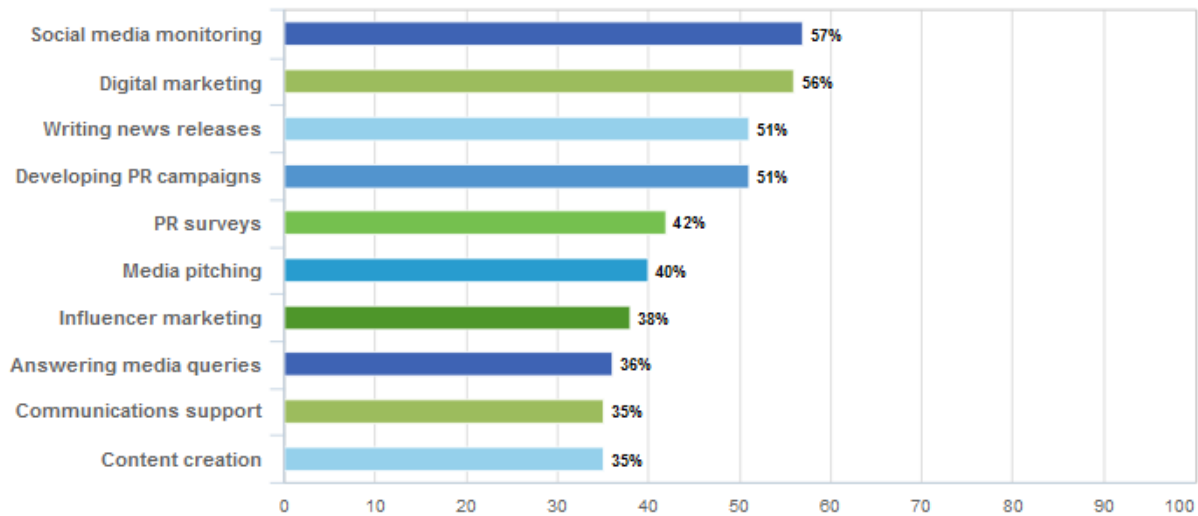
What is your overall satisfaction with your PR firm?

Option	Response %	Cumulative %
Slightly satisfied	3%	3%
Moderately satisfied	20%	23%
Very satisfied	55%	78%
Completely satisfied	22%	>99%

Note: Total does not add up to 100% due to rounding.

While respondents utilized their PR firms for a myriad of services, a majority used them for: social media monitoring (57%), digital marketing (56%), writing news releases (51%), and developing PR campaigns (51%).

Which of the following services do you use from your PR firm? - Top 10



Note: Showing only the top 10 most selected options.

Sample Size: 99 (99% of Respondents)

Which of the following services do you use from your PR firm?

Rank	Option	Response %
1	Social media monitoring	57%
2	Digital marketing	56%
3	Writing news releases	51%
3	Developing PR campaigns	51%
5	PR surveys	42%
6	Media pitching	40%
7	Influencer marketing	38%
8	Answering media queries	36%
9	Communications support	35%
9	Content creation	35%
11	Crisis management	34%
11	Setting up media interviews	34%
13	Speaking engagements	29%
14	Training corporate staff on how to do media interviews	27%
15	Developing earned-media coverage	26%
15	Analyst relations	26%
17	Marcom	22%
17	Earned media	22%
19	Developing case studies	17%
20	Stakeholder research	12%
21	None of the above	3%

Note: Respondents could select multiple options

Key Driver Analysis

Respondents were asked to rank their satisfaction with various skills and services of their PR firms. These data sets were correlated to the overall satisfaction rating to derive the relative importance of each.

The closer to 1 that the correlation coefficient is, the more similarly the satisfaction of one of these services/skills matches the overall satisfaction of PR firms for all respondents. However, due to the nature of comparing two variables, the percent of shared variance between them is the correlation coefficient squared. That is: a correlation of .5 means that there is a 25% shared variance between all respondents' satisfaction with that particular skill/service and their overall satisfaction of their PR firm, while a .6 correlation means that there is a 36% shared variance.

The set of skills and services that respondents were asked to rank had a median shared variance of 41%. Respondents' satisfaction with the ability of PR firms to develop earned-media coverage (67% shared variance) as well as their skill in earned media (65%) had the highest correlation to their overall satisfaction with the firm.

Several other services/skills had an above average correlation to overall satisfaction with the firm: social media monitoring (56% shared variance), writing news releases (52%), and developing PR campaigns (52%).

Key Driver Analysis

	Shared Variance	Correlation
Developing earned-media coverage	67%	0.821
Earned media services	65%	0.806
Social media monitoring	56%	0.749
Setting up media interviews	55%	0.740
Influencer marketing	53%	0.727
Writing news releases	52%	0.723
Developing PR campaigns	52%	0.721
Stakeholder research	50%	0.708
Analyst relations	50%	0.707
PR surveys	49%	0.701
Marcom (marketing communications)	48%	0.689
Communications support	47%	0.682
Answering media queries	45%	0.670
Developing case studies	42%	0.651
Speaking engagements	40%	0.634
Networking skills	40%	0.632
Media pitching	39%	0.628
Writing skills	36%	0.600
Problem solving	34%	0.585
Digital marketing	32%	0.568
Presentation skills	32%	0.565
Results orientation	32%	0.564
Knowledge of your industry	31%	0.559
Content creation	30%	0.549
Knowledge of your business	29%	0.542
Crisis management	25%	0.498
Media contacts	17%	0.417
Training corporate staff on how to do media interviews	13%	0.355

Satisfaction vs. Importance Quadrant Analysis

Grouping these skills/services by how much shared variance they have with overall satisfaction of PR firms and how satisfied they were with that skill/service compared to the rest provides a useful tool to analyze their importance and impact to the overall experience that PR firms provide.

How satisfied are you with each of the following services/skills offered by your public relations team?

<p>Higher Importance</p>	<p>Weaknesses</p> <ul style="list-style-type: none"> • Developing earned-media coverage • Social media monitoring • Setting up media interviews • Influencer marketing • Developing PR campaigns • Stakeholder research • Analyst relations • PR surveys • Developing case studies 	<p>Key Strengths</p> <ul style="list-style-type: none"> • Earned media • Writing news releases • Marcom (marketing communications) • Communications support • Answering media queries
<p>Lower Importance</p>	<p>Vulnerabilities</p> <ul style="list-style-type: none"> • Speaking engagements • Media pitching • Writing skills • Problem solving • Results orientation • Crisis management • Media contacts 	<p>Assets</p> <ul style="list-style-type: none"> • Networking skills • Digital marketing • Presentation skills • Content creation • Knowledge of your business • Knowledge of your industry • Training corporate staff on how to do media interviews

Lower Satisfaction

Higher Satisfaction

Strengths

The top right quadrant contains skills and services that respondents ranked above the median in terms of satisfaction and have a shared variance with overall satisfaction that is above the median. These key strengths include skills like earned media, writing news releases, and communications support.

Weaknesses

These skills/services all had a shared variance that was above the median, but respondents were less satisfied with their PR firms' performance in them than the rest. PR firms need to improve services such as developing earned-media coverage, PR campaigns, and case studies to increase their customers' overall satisfaction. Respondents were also less satisfied with important services like social media monitoring, setting up media interviews, and stakeholder research.

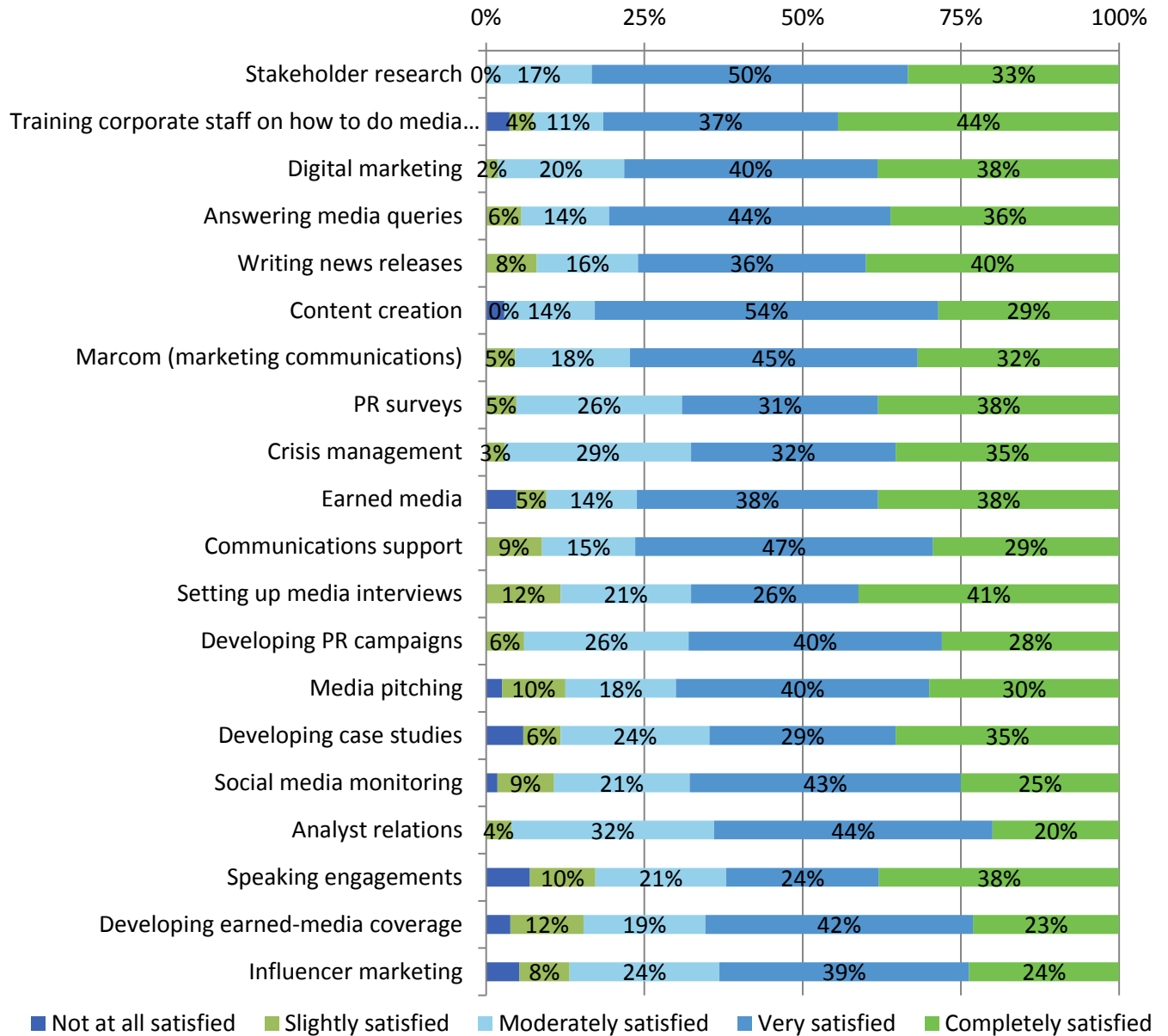
Assets

Skills and services in this quadrant were ranked above the median in terms of satisfaction, but were at or below the median in terms of correlation with overall satisfaction. Some of the assets that PR firms provide are networking skills, content creation, and training corporate staff on how to do media interviews.

Vulnerabilities

On the lower side of both satisfaction and importance to overall PR firm customer experience are services and skills such as speaking engagements, writing skills, and crisis management.

How satisfied are you with each of the following services offered by your public relations team?



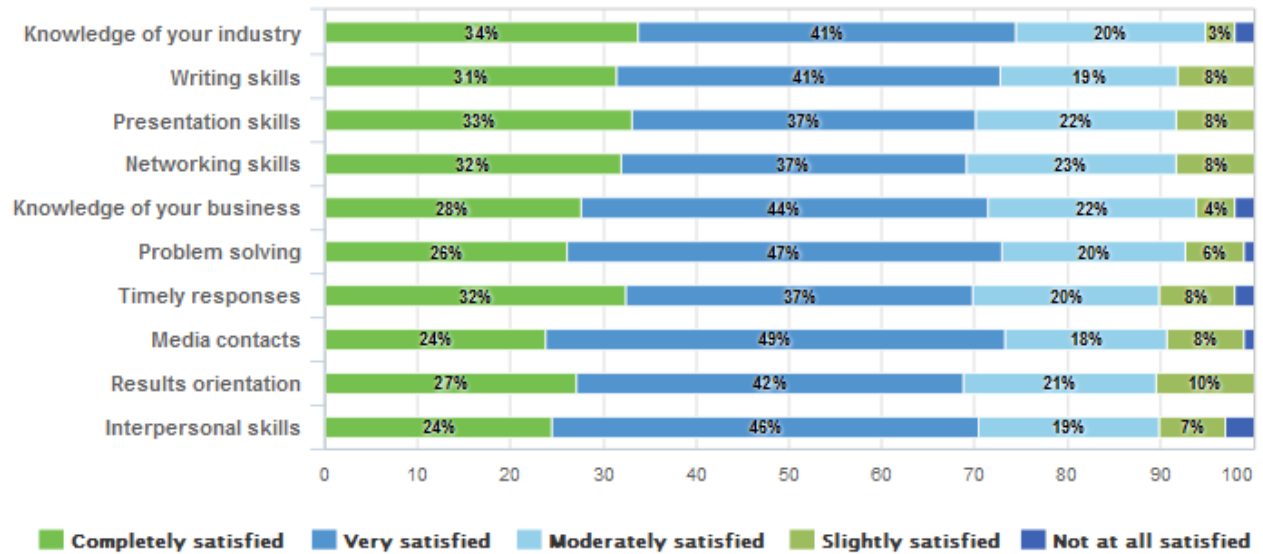
Sample Size: 99 (99% of Respondents)

How satisfied are you with each of the following services offered by your public relations team?

	Rank	Not at all satisfied	Slightly satisfied	Moderately satisfied	Very satisfied	Completely satisfied
	#	%	%	%	%	%
Stakeholder research	1	0	0	17	50	33
Training corporate staff on how to do media interviews	2	4	4	11	37	44
Digital marketing	3	0	2	20	40	38
Answering media queries	4	0	6	14	44	36
Writing news releases	5	0	8	16	36	40
Content creation	6	3	0	14	54	29
Marcom (marketing communications)	7	0	5	18	45	32
PR surveys	8	0	5	26	31	38
Crisis management	9	0	3	29	32	35
Earned media	10	5	5	14	38	38

	Rank	Not at all satisfied	Slightly satisfied	Moderately satisfied	Very satisfied	Completely satisfied
	#	%	%	%	%	%
Communications support	11	0	9	15	47	29
Setting up media interviews	12	0	12	21	26	41
Developing PR campaigns	13	0	6	26	40	28
Media pitching	14	3	10	18	40	30
Developing case studies	15	6	6	24	29	35
Social media monitoring	16	2	9	21	43	25
Analyst relations	17	0	4	32	44	20
Speaking engagements	18	7	10	21	24	38
Developing earned-media coverage	19	4	12	19	42	23
Influencer marketing	20	5	8	24	39	24

How satisfied are you with each of the following skills of your public relations staff?



Sample Size: 99 (99% of Respondents)

How satisfied are you with each of the following skills of your public relations staff?

	Rank	Not at all satisfied	Slightly satisfied	Moderately satisfied	Very satisfied	Completely satisfied
	#	%	%	%	%	%
Knowledge of your industry	1	2	3	20	41	34
Writing skills	2	0	8	19	41	31
Presentation skills	3	0	8	22	37	33
Networking skills	4	0	8	23	37	32
Knowledge of your business	5	2	4	22	44	28
Problem solving	6	1	6	20	47	26
Timely responses	7	2	8	20	37	32
Media contacts	8	1	8	18	49	24
Results orientation	9	0	10	21	42	27
Interpersonal skills	10	3	7	19	46	24

Benefits

When asked to rank the biggest benefits of their public relations firms, nearly a quarter (23%) ranked awareness of the company as the biggest benefit. Awareness of products and services and sales were ranked overall #2 and #3 respectively.

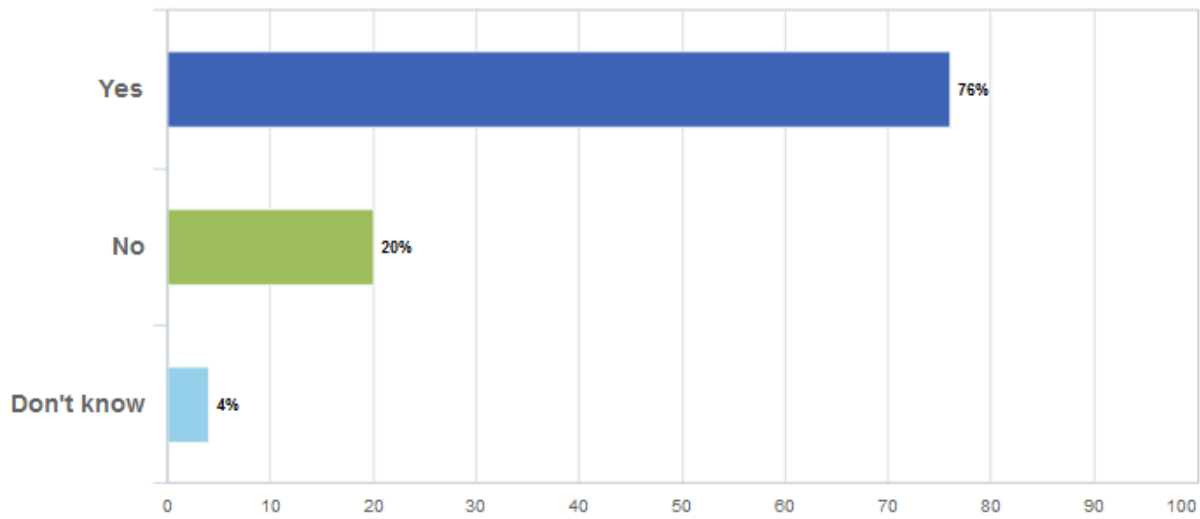
What are the biggest benefits you've achieved through your public relations program?

	Overall Rank	#1	#2	#3	#4-#10	Unranked
Awareness of the company	1	23%	21%	9%	18%	28%
Awareness of products and services	2	19%	17%	14%	21%	28%
Sales	3	12%	8%	13%	28%	38%
Media coverage	4	10%	10%	7%	39%	33%
Social-media mentions	5	4%	10%	14%	34%	37%
Leads	6	12%	14%	6%	23%	44%
Influence	7	4%	10%	11%	31%	43%
Web-site visits	8	8%	2%	7%	34%	48%
Shareholder value	9	6%	4%	8%	31%	51%
Word of mouth	10	1%	3%	10%	34%	52%

Sample Size: 99 (99% of Respondents)

Three-quarters (76%) of respondents said that their organization actively measures and evaluates their PR results.

Does your organization measure and evaluate your PR results?



Sample Size: 99 (99% of Respondents)

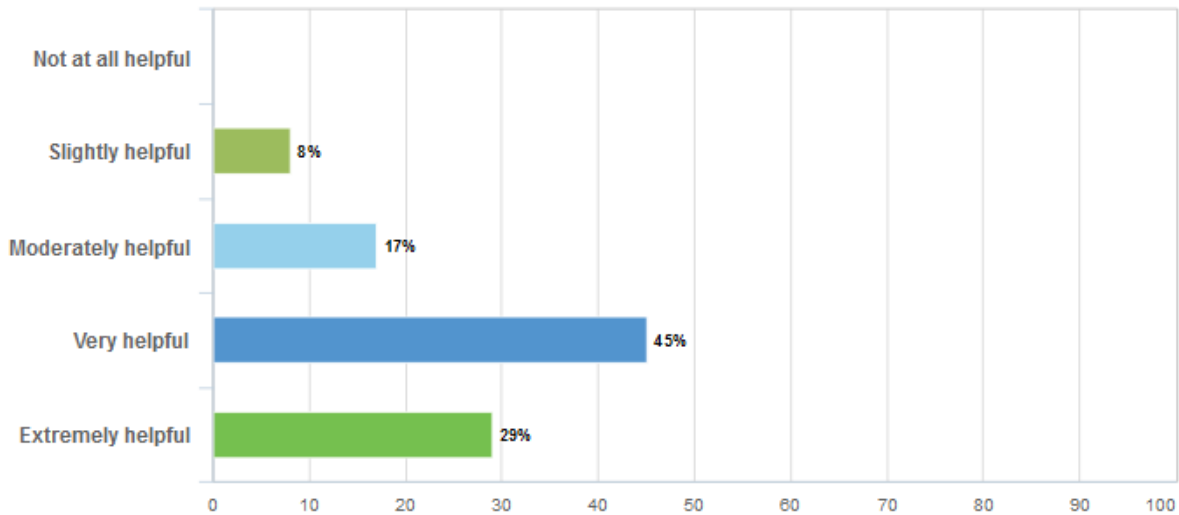
Does your organization measure and evaluate your PR results?

Option	Response %	Cumulative %
Yes	76%	76%
No	20%	96%
Don't know	4%	100%

Note: Only a single option could be selected

Of those respondents who measure and evaluate their PR results, nearly three-quarters (74%) find it very or extremely helpful.

How helpful are the findings you obtain from the measurement and evaluation of your PR results?



Sample Size: 75 (75% of Respondents)

No respondent selected "Not at all helpful."

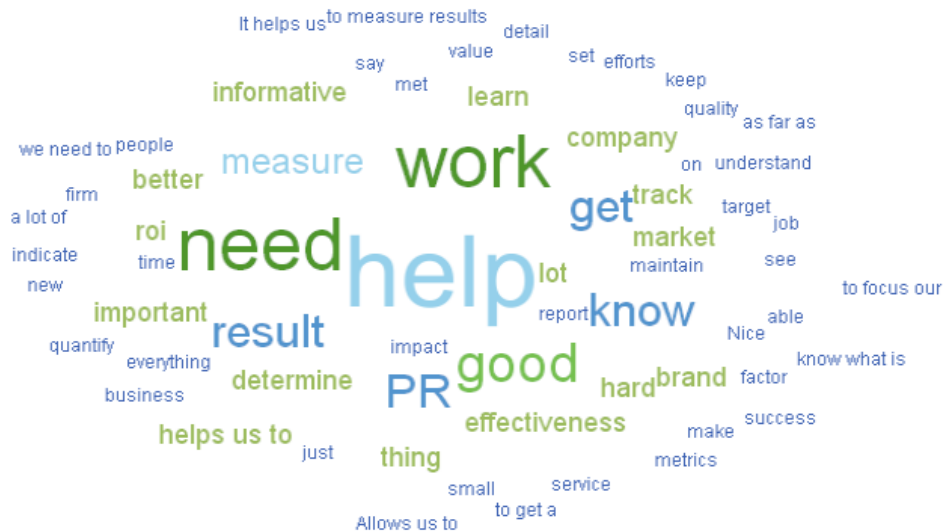
How helpful are the findings you obtain from the measurement and evaluation of your PR results?

Option	Response %	Cumulative %
Not at all helpful	0%	0%
Slightly helpful	8%	8%
Moderately helpful	17%	25%
Very helpful	45%	71%
Extremely helpful	29%	100%

Note: Only a single option could be selected

Why do you say this?

The larger the word, the more respondents who used it in their response.



Those who found the results only slightly helpful criticized the format of their evaluation reports – "Short report, not a lot of detail"; "Their reports are hard to read" – or said it was difficult to determine the impact of their PR work.

Executives who found such evaluations to be "moderately helpful" reported a mixed bag.

- "'Results' are more a matter of perception (albeit positive perceptions), than specifics in terms of accurate rather than indicative measurement."
- "I haven't found a system that truly represents our results in a meaningful way."
- "It's hard to measure everything."
- "Nothing spectacular... incremental effectiveness."
- "I mean that at times target results are less than expected. Most targets are met; however, there are some segments that need work."

Some of those who found the results very or extremely helpful concentrate on what they learned:

- "It tells us how much impact our PR company has on advertising our company and products, and speaking on behalf of us."
- "It helps me monitor what's going on."
- "Allows us to know what is successful."
- "It is very nice to know that the money we spend is worth it."
- "So we know what our ROI is."

But other executives who found the results "extremely helpful" instead focused on the actions they were able to take as result of the evaluation:

- "It helps us to determine where we should continue to focus our efforts."
- "Evaluate effectiveness of efforts, set objectives, develop strategies."
- "We're able to strategically analyze what we could be doing better."
- "It keeps track on what my firm needs to do better."
- "Whether or not we're on the right track and where we need to focus our attention."

Some skipped the whole discussion of the quality of the evaluation to focus on the big-picture benefits they achieved:

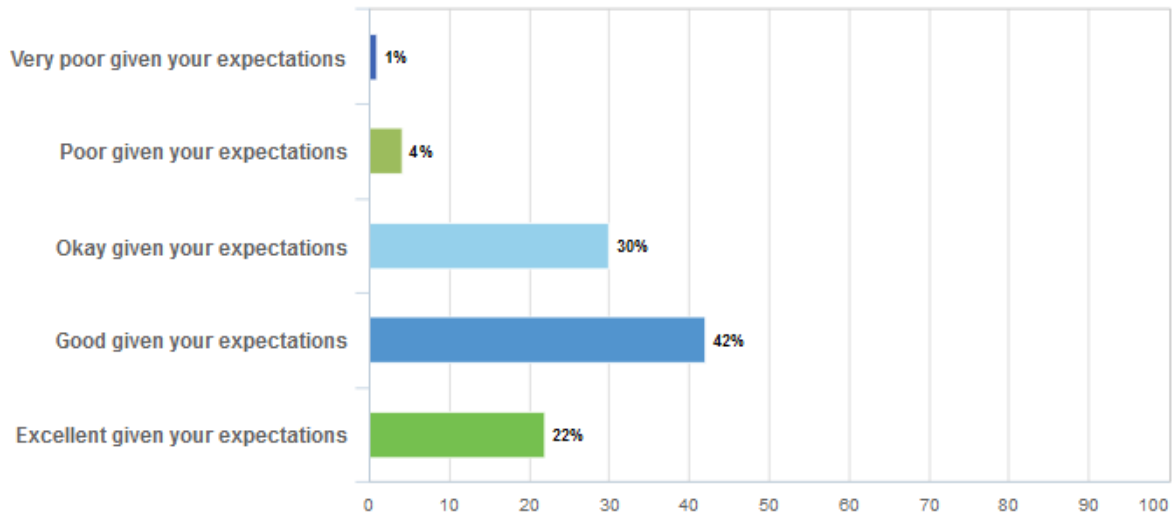
- "It got our business in front of more people and exposed us to a wider target base."
- "Our sales have increased 14% since hiring our PR firm."
- "We have advanced our brand to be one of the most recognizable to our market."

And one executive focused on the big picture results for PR agencies: "To determine if we discontinue our relationship with the PR agency or not."

Price Comparisons

Based on their organization's initial expectations, a plurality (42%) of executives say that the price that they pay for their PR firm's services is good, given their initial expectations. Further, 22% say that the price they pay for those services are excellent.

Given your initial expectations, how you would rate the price that you pay for your PR firm's services?



Sample Size: 99 (99% of Respondents)

The least selected choice was "Very poor given your expectations" (1%).

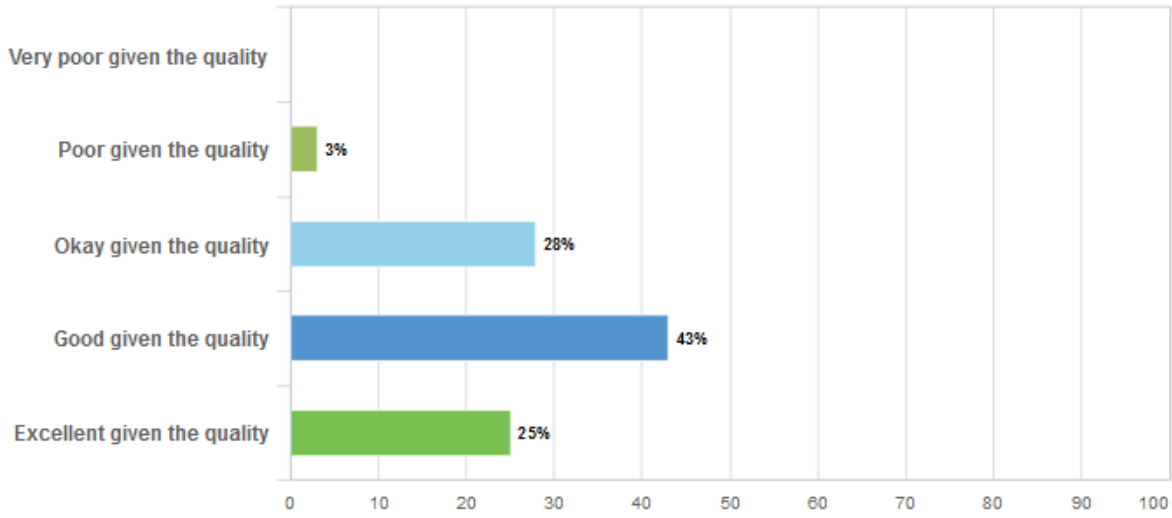
Given your initial expectations, how you would rate the price that you pay for your PR firm's services?

Option	Response %	Cumulative %
Very poor given your expectations	1%	1%
Poor given your expectations	4%	5%
Okay given your expectations	30%	35%
Good given your expectations	42%	78%
Excellent given your expectations	22%	100%

Note: Only a single option could be selected

Considering the quality of the PR firm’s service, over two-thirds (68%) of executives said that the price that they pay is good or excellent. Only 3% of respondents said that the price they pay is poor considering the quality they receive.

Given the quality of your PR firm’s services, how would you rate the price that you pay for them?



Sample Size: 99 (99% of Respondents)

No respondent selected "Very poor given the quality."

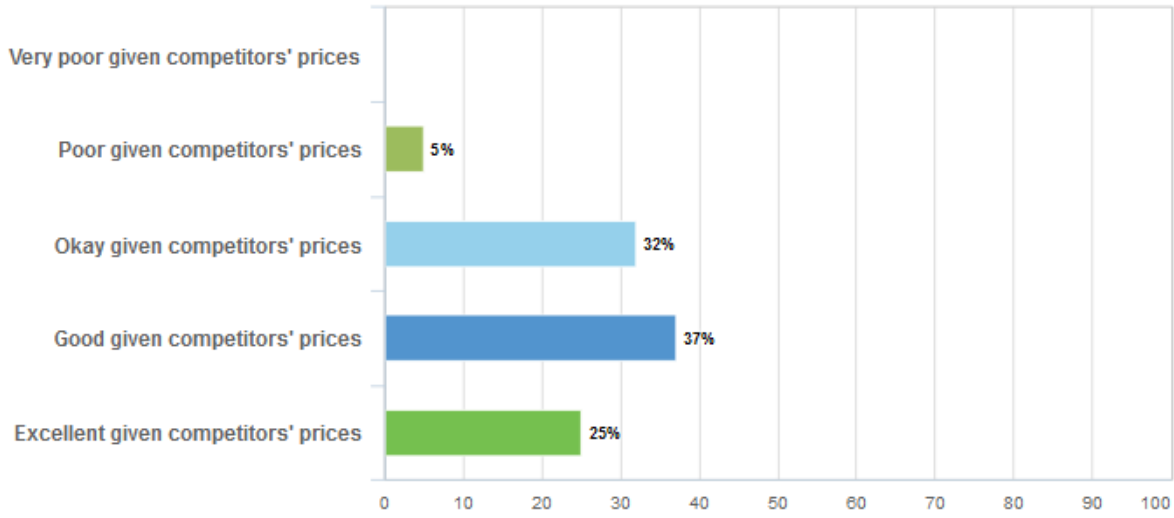
Given the quality of your PR firm’s services, how would you rate the price that you pay for them?

Option	Response %	Cumulative %
Very poor given the quality	0%	0%
Poor given the quality	3%	3%
Okay given the quality	28%	31%
Good given the quality	43%	75%
Excellent given the quality	25%	100%

Note: Only a single option could be selected

Like the previous questions, a majority (62%) felt that the price they pay their PR firm is good or excellent given the competitors' prices. Only 5% found the price to be poor considering competitors' prices.

Given competitors' prices, how would you rate the price that you pay for your PR firm's services?



Sample Size: 99 (99% of Respondents)

No respondent selected "Very poor given competitors' prices."

Given competitors' prices, how would you rate the price that you pay for your PR firm's services?

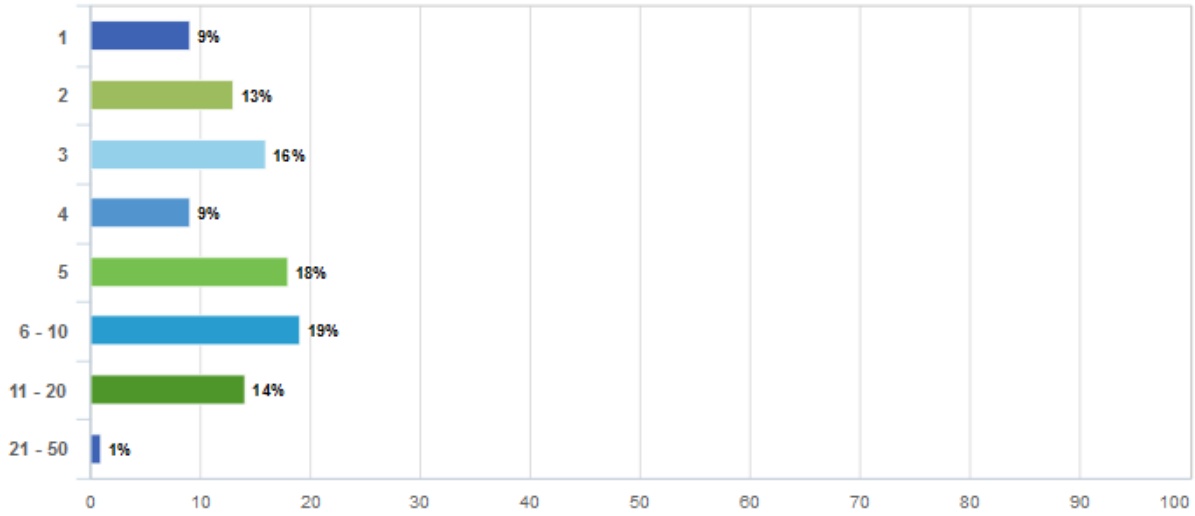
Option	Response %	Cumulative %
Very poor given competitors' prices	0%	0%
Poor given competitors' prices	5%	5%
Okay given competitors' prices	32%	37%
Good given competitors' prices	37%	75%
Excellent given competitors' prices	25%	100%

Note: Only a single option could be selected

Loyalty

The median length of time that executives' organizations have been using their PR firms is 5 years. Under a quarter (22%) have only been using their firm for 2 years or less.

How many years has your organization been using your PR firm?



Sample Size: 99 (99% of Respondents)

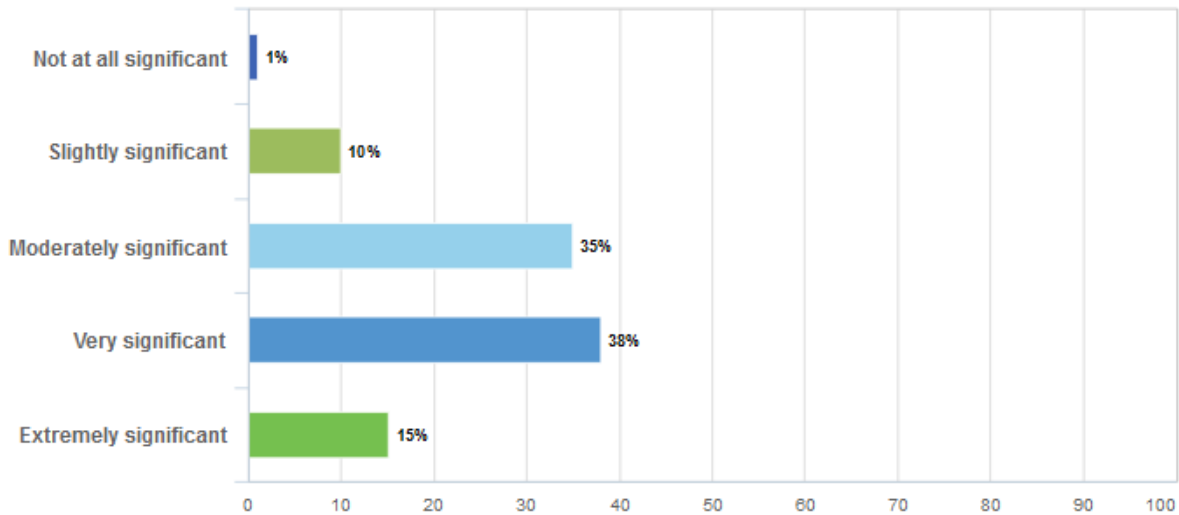
The least selected choice was 21 - 50 (1%).

How many years has your organization been using your PR firm?

Option	Response %
1	9%
2	13%
3	16%
4	9%
5	18%
6 - 10	19%
11 - 20	14%
21 - 50	1%

A small majority (53%) of executives found that their organization derives a very or extremely significant competitive advantage from using their PR firm.

How significant of a competitive advantage does your organization derive from using your PR firm?



Sample Size: 99 (99% of Respondents)

The least selected choice was "Not at all significant" (1%).

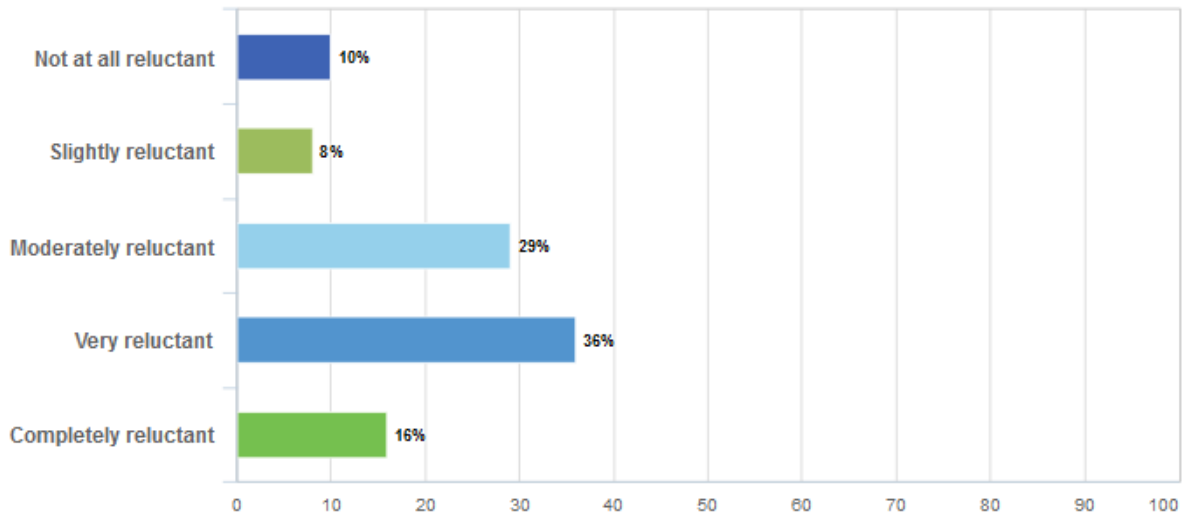
How significant of a competitive advantage does your organization derive from using your PR firm?

Option	Response %	Cumulative %
Not at all significant	1%	1%
Slightly significant	10%	11%
Moderately significant	35%	46%
Very significant	38%	85%
Extremely significant	15%	>99%

Note: Total does not add up to 100% due to rounding.

Nearly one-fifth (18%) of executives surveyed are only slightly or not at all reluctant to switch their business to a different PR firm. However, a majority (52%) said that they were very or completely reluctant to switch their business.

How reluctant are you to switch your business from your PR firm?



Sample Size: 99 (99% of Respondents)

How reluctant are you to switch your business from your PR firm?

Option	Response %	Cumulative %
Not at all reluctant	10%	10%
Slightly reluctant	8%	18%
Moderately reluctant	29%	47%
Very reluctant	36%	84%
Completely reluctant	16%	100%

Note: Only a single option could be selected

How reluctant are you to switch your business from your PR firm?

Business to Consumer companies were far more likely to be not at all reluctant to switch their business to a new PR firm. While 15% of Business to Consumer respondents were not at all reluctant to change PR firms, no other respondents felt this way.

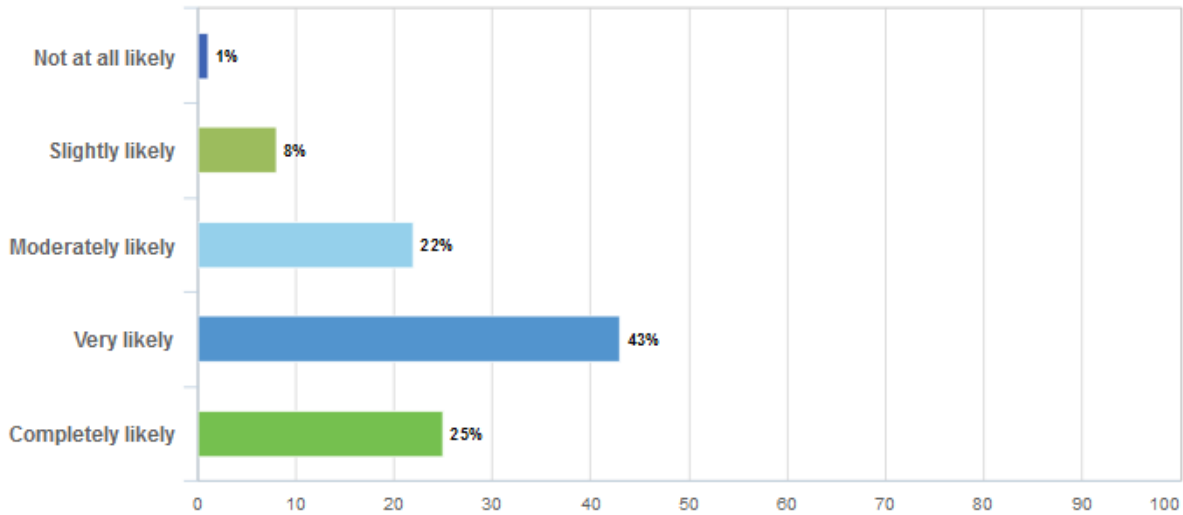
Is your organization primarily B2B, B2C, or B2G?					
	Total	Business to business	Business to consumer	Business to government	Don't know
	(%)	(%)	(%)	(%)	(%)
[Not at all + Slightly reluctant]	18	11	23	0	0
Not at all reluctant	10	0	↑ 15	0	0
Slightly reluctant	8	11	8	0	0
Moderately reluctant	29	33	26	50	50
Very reluctant	36	37	36	50	25
Completely reluctant	16	19	15	0	25
3[Very + Completely reluctant]	53	56	52	50	50
Base	N=99	n=27	n=66	n=2	n=4

↑ indicates cells that are significantly greater than all other cells in this row at a 95% confidence level.

↓ indicates cells that are significantly less than all other cells in this row at a 95% confidence level.

Over two-thirds (68%) of organizations are very or completely likely to repurchase from their PR firm, while 9% were only slightly or not at all likely to repurchase.

How likely are you to repurchase from your PR firm?



Sample Size: 99 (99% of Respondents)

The least selected choice was "Not at all likely" (1%).

How likely are you to repurchase from your PR firm?

Option	Response %	Cumulative %
Not at all likely	1%	1%
Slightly likely	8%	9%
Moderately likely	22%	31%
Very likely	43%	75%
Completely likely	25%	100%

Note: Only a single option could be selected

How likely are you to repurchase from your PR firm?

Mid-range companies were significantly less likely to repurchase from their current PR firms. Nearly one-fifth (18%) of those respondents who work at a company with 100-999 employees were slightly or not at all likely to repurchase versus 4% of all other respondents.

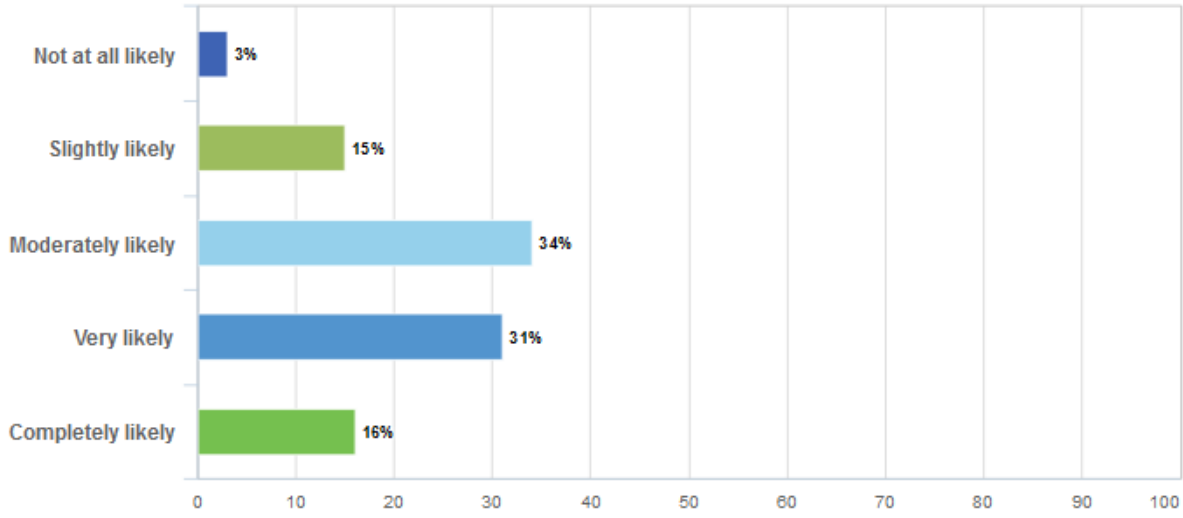
Approximately how many employees work at your organization (all locations)?							
	Total	0	1-9	10-99	100-999	1,000-9,999	10,000 or more
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
[Not at all + Slightly likely]	9	0	0	7	↑ 18	6	0
Not at all likely	1	0	0	0	3	0	0
Slightly likely	8	0	0	7	15	6	0
Moderately likely	22	0	40	30	↓ 6	17	56
Very likely	43	100	40	48	44	44	22
Completely likely	25	0	20	15	32	33	22
[Very + Completely likely]	69	100	60	63	76	78	44
Base	N=99	n=1	n=10	n=27	n=34	n=18	n=9

↑ indicates cells that are significantly greater than all other cells in this row at a 95% confidence level.

↓ indicates cells that are significantly less than all other cells in this row at a 95% confidence level.

Organizations were less likely to purchase additional services from their PR firm than to repurchase. Only 47% of organizations were very or completely likely to purchase additional products or services, while nearly one-fifth (18%) were slightly or not at all likely to.

How likely are you to purchase additional products or services from your PR firm?



Sample Size: 99 (99% of Respondents)

The least selected choice was "Not at all likely" (3%).

How likely are you to purchase additional products or services from your PR firm?

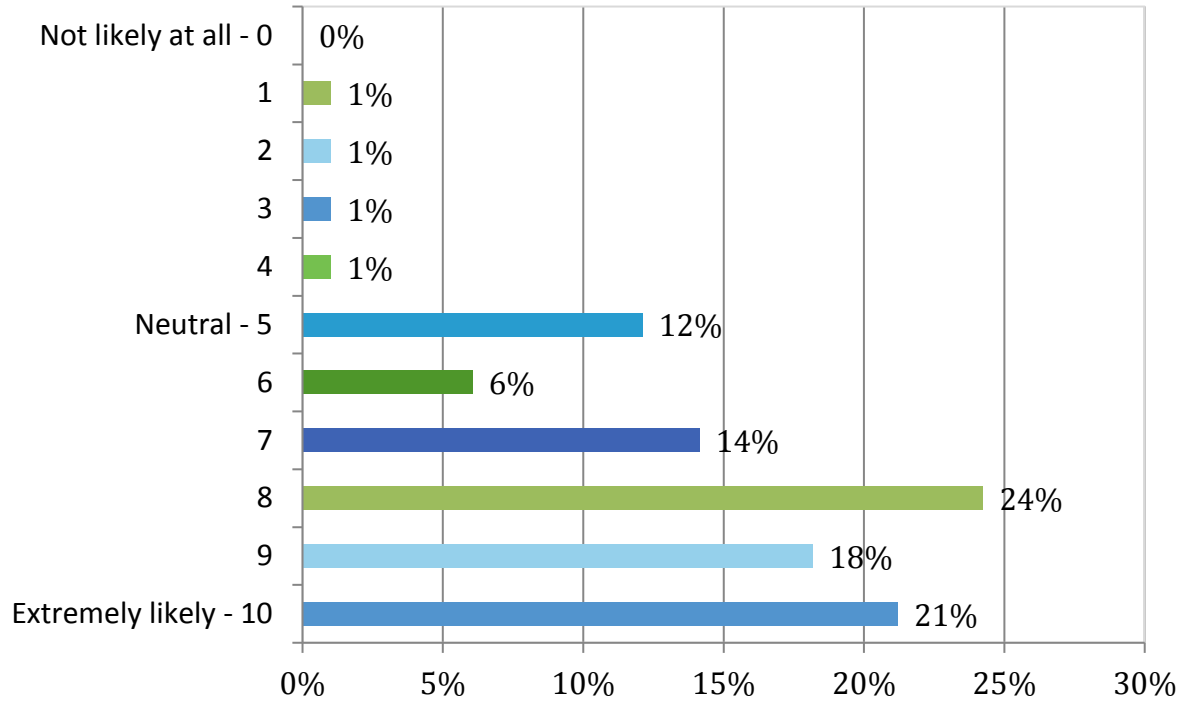
Option	Response %	Cumulative %
Not at all likely	3%	3%
Slightly likely	15%	18%
Moderately likely	34%	53%
Very likely	31%	84%
Completely likely	16%	100%

Note: Only a single option could be selected

Recommendations

When asked to rank the likelihood to recommend their PR firm on the Net Promoter Score's 11-point scale (0 = Not at all likely; 5 = Neutral; 10 = Extremely likely), 21% chose a 9 or 10.

How likely is it that you would recommend your PR firm to a friend or colleague?



Sample Size: 99 (99% of Respondents)

No respondent selected "0 - Not likely at all".

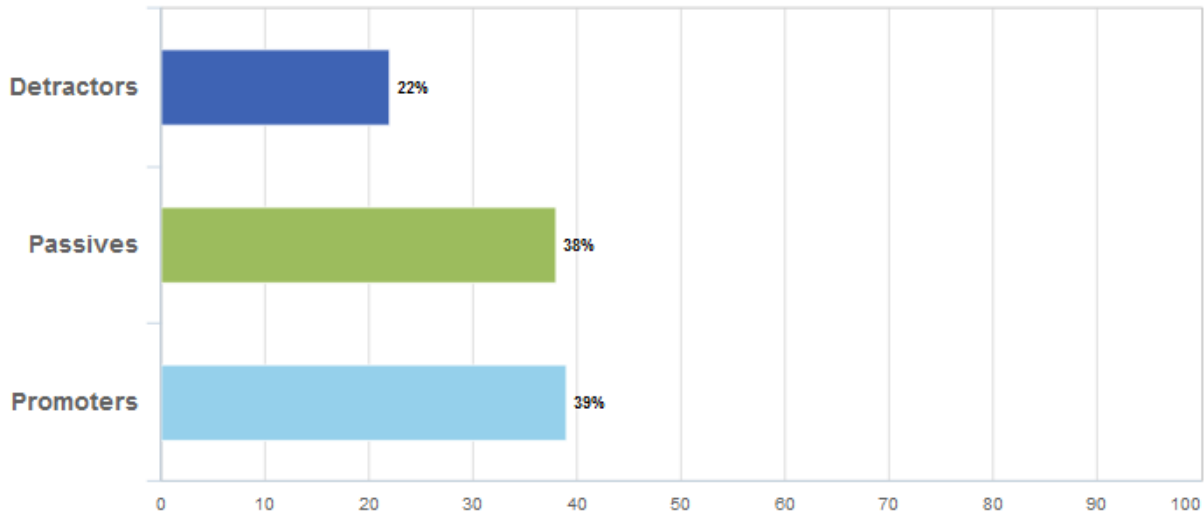
How likely is it that you would recommend your PR firm to a friend or colleague?

Option	Response %	Cumulative %
0 - Not likely at all	0%	0%
1	1%	1%
2	1%	2%
3	1%	3%
4	1%	4%
5 - Neutral	12%	16%
6	6%	22%
7	14%	36%
8	24%	61%
9	18%	79%
10 - Extremely likely	21%	100%

Note: Only a single option could be selected

The Net Promoter Score (NPS) of this sample is +17, found by subtracting the percentage of respondents who answered 0-6 (i.e., "detractors") from the percentage who answered 9 or 10 (i.e., "promoters"). The 38% who answered 7 or 8 are considered "passives" and are not expected to promote a business or detract from its reputation.

Net Promoter Segments



Sample Size: 99 (99% of Respondents)

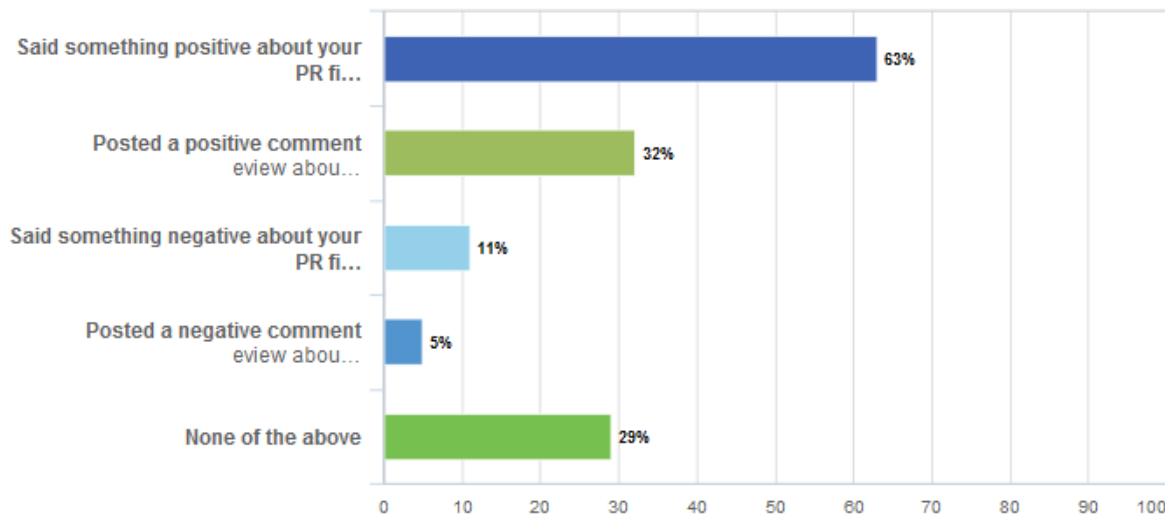
Net Promoter Segments

Option	Response %	Cumulative %
Detractors	22%	22%
Passives	38%	61%
Promoters	39%	>99%

Note: Total does not add up to 100% due to rounding.

Since NPS is an abstract measure, Researchscape asked about actual recommendation behavior as well. Respondents were far more likely to have said something positive about their PR firm than negative. A majority (63%) of respondents have said something positive to someone else directly and a third (32%) have posted a positive comment or review of their PR firm online. Only 11% of respondents have said something negative about their PR firm to someone else in person, while just 5% have posted something negative online.

Which, if any, of the following have you done?



Sample Size: 99 (99% of Respondents)

Which, if any, of the following have you done?

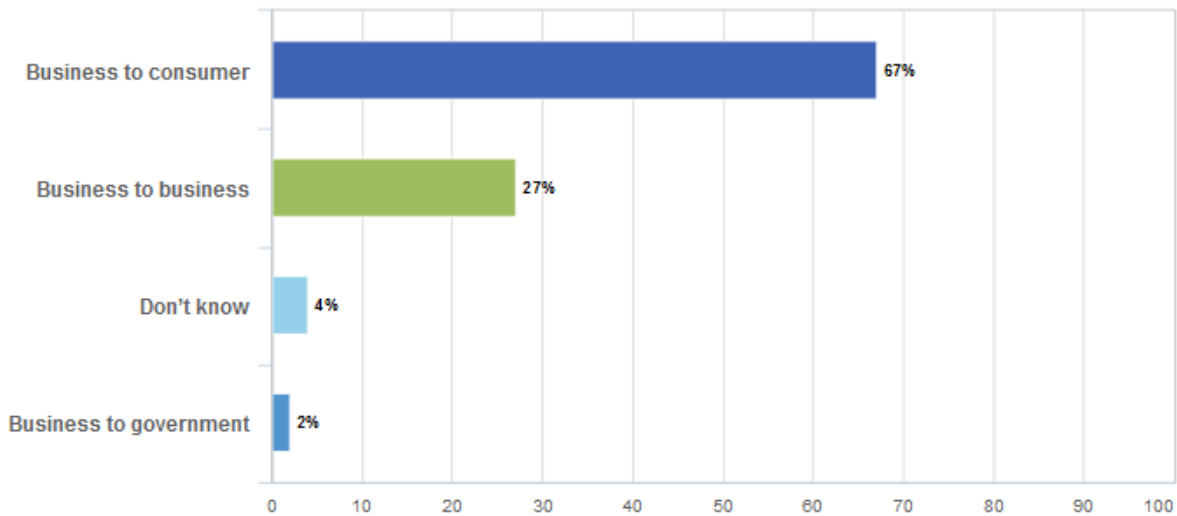
Rank	Option	Response %
1	Said something positive about your PR firm to someone else directly	63%
2	Posted a positive comment/review about your PR firm online	32%
3	Said something negative about your PR firm to someone else directly	11%
4	Posted a negative comment/review about your PR firm online	5%
5	None of the above	29%

Note: Respondents could select multiple options

FIRMOGRAPHICS

Two-thirds (67%) of respondents work for Business to Consumer (B2C) organizations and over a quarter (27%) work for Business to Business (B2B) organizations. Only 2% work for a Business to Government (B2G) company.

Is your organization primarily B2B, B2C, or B2G?



Sample Size: 99 (99% of Respondents)

The least selected choice was "Business to government" (2%).

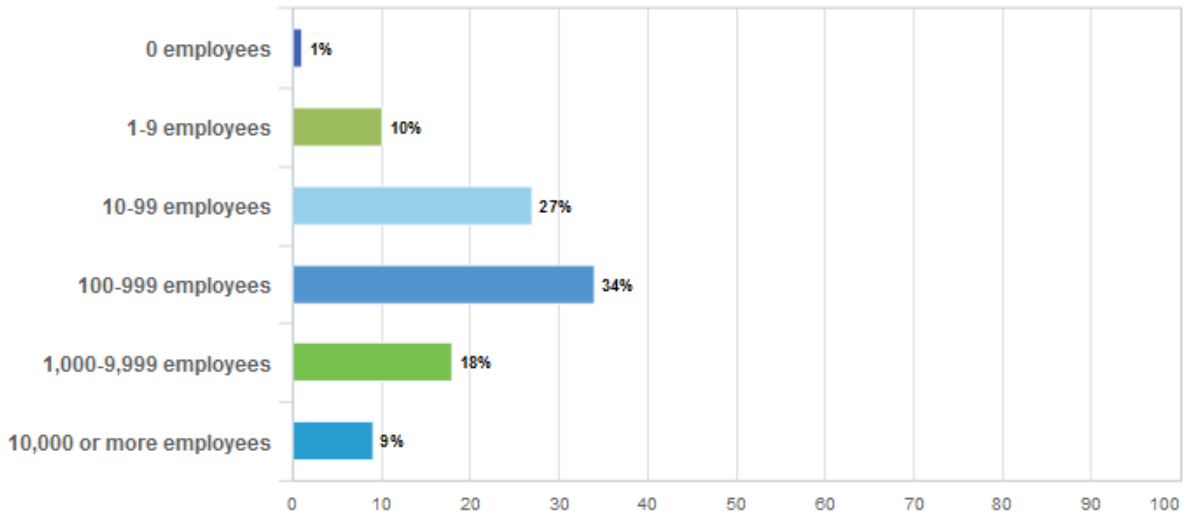
Is your organization primarily B2B, B2C, or B2G?

Rank	Option	Response %
1	Business to consumer	67%
2	Business to business	27%
3	Don't know	4%
4	Business to government	2%

Note: Only a single option could be selected

A plurality (34%) of respondents work at a mid-sized company, with 100-999 employees. Over a quarter (27%) of respondents work at an enterprise, with more than 1,000 employees, while 11% work at a microbusiness, an organization with fewer than 10 employees, and 27% work for a small business, with 10 to 99 employees.

Approximately how many employees work at your organization (all locations)?



Sample Size: 99 (99% of Respondents)

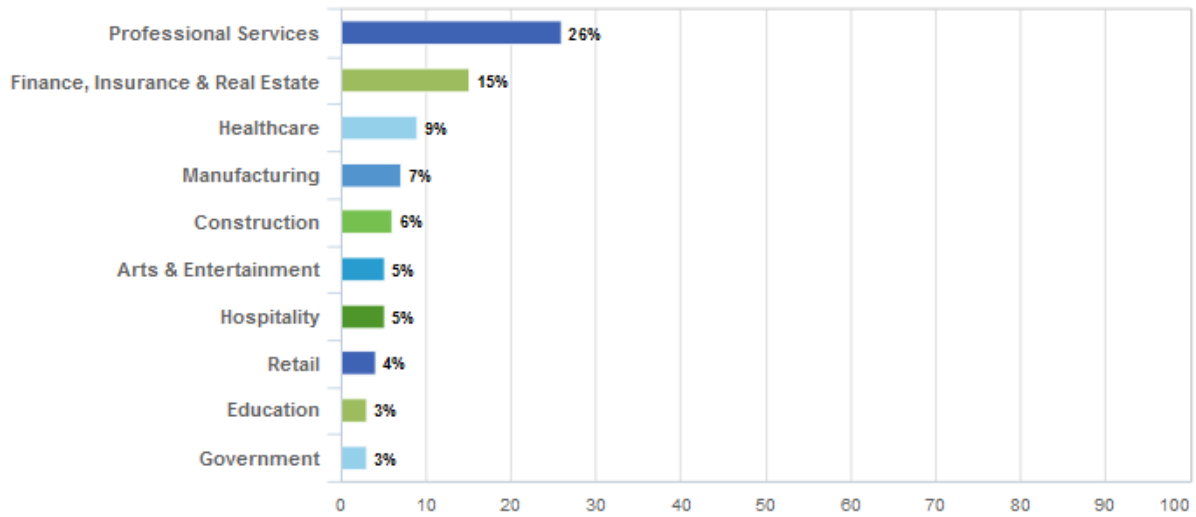
Approximately how many employees work at your organization (all locations)?

Option	Response %	Cumulative %
0 employees	1%	1%
1-9 employees	10%	11%
10-99 employees	27%	38%
100-999 employees	34%	73%
1,000-9,999 employees	18%	91%
10,000 or more employees	9%	100%

Note: Only a single option could be selected

Respondents work in a variety of industries, but professional services was the most common with 26% of respondents. This was followed by finance, insurance, & real estate (15%) and healthcare (9%).

Which of the following categories best describes your organization’s industry? - Top 10



Note: Showing only the top 10 most selected options.

Sample Size: 99 (99% of Respondents)

The least selected choices were Agriculture, Forestry & Mining (1%); Transportation & Warehousing (1%); and Utilities (1%). No respondent selected Legal.

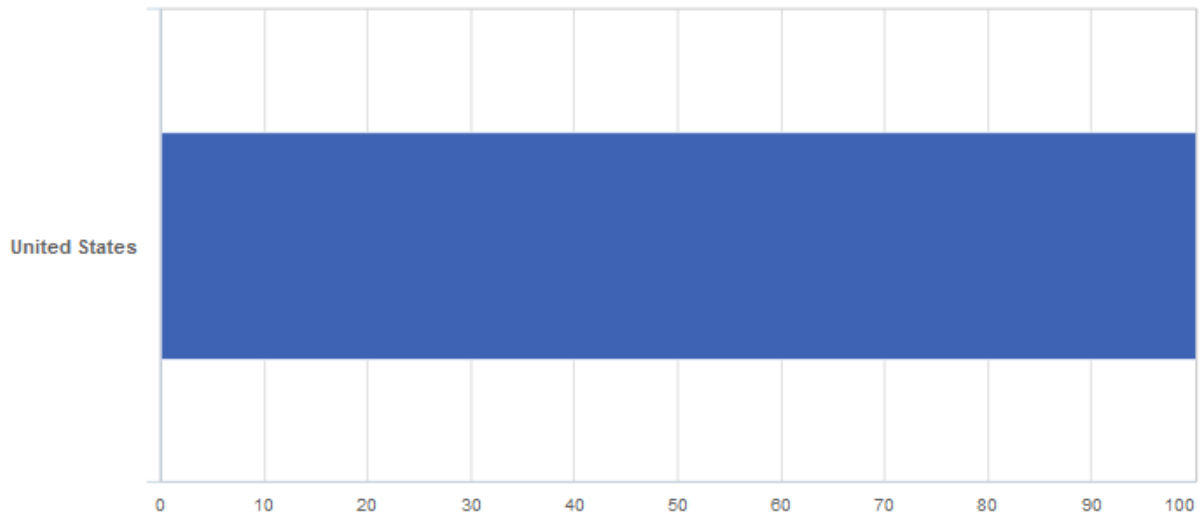
Which of the following categories best describes your organization's industry?

Rank	Option	Response %
1	Professional Services	26%
2	Finance, Insurance & Real Estate	15%
3	Healthcare	9%
4	Manufacturing	7%
5	Construction	6%
6	Arts & Entertainment	5%
6	Hospitality	5%
8	Retail	4%
9	Education	3%
9	Government	3%
9	Nonprofit	3%
9	Software	3%
9	Wholesale	3%
14	Internet	2%
14	Telecommunications	2%
16	Agriculture, Forestry & Mining	1%
16	Transportation & Warehousing	1%
16	Utilities	1%

Note: Only a single option could be selected

By design, all respondents are from the United States (100%).

What country are you located in?



Sample Size: 99 (99% of Respondents)

What country are you located in?

Rank	Option	Response %
1	United States	100%

Note: Only a single option could be selected

APPENDIX A - RESEARCHSCAPE METHODOLOGY

Researchscape surveyed 100 U.S. executives using an online study fielded from March 8 to April 4, 2017, to better understand satisfaction with PR agencies. The survey results were not weighted.

We only included in the analysis those respondents who completed the entire questionnaire that was shown to them (based on answer validation, branching, and skip patterns).

Respondents were recruited from the Critical Mix panel. Each has had their identity validated and only one response was permitted per respondent. In exchange for their participation, each respondent was offered points towards a rewards program or an honorarium payable by check or gift card.

As this was not a probability-based sample, calculating the theoretical margin of sampling error is not applicable. However, as with probability surveys, it is important to keep in mind that results are estimates and typically vary within a narrow range around the actual value that would be calculated by completing a census of everyone in a population. One estimate of this precision is the credibility interval; for this survey, the credibility interval is plus or minus 14 percentage points for questions answered by all respondents (the interval is larger for questions answered by fewer respondents). Again, as with probability surveys, on occasion the results from a particular question will be completely outside a typical interval of error.

There are many types of survey errors that can limit the ability to generalize to a population. Throughout the research process, Researchscape followed a Total Survey Quality approach designed to minimize error at each stage. Total Survey Quality, also known as Total Survey Error, recognizes that multiple sources of error can reduce the validity of survey research. Besides sampling error, five types of non-sampling error can occur: specification error, frame error, nonresponse error, measurement error, and processing error. At each step in the survey research process, the research team followed best practices and used quality controls to minimize the impact of these sources of error. Panel surveys sometimes suffer from inattentive respondents or spam. Researchscape followed a 43-step process for data cleansing, profiling responses on five behaviors (inattentiveness, speed of response, straight-lining, poor verbatim responses, and suspicious IP activity). Any respondent committing two or more penalties was removed from the data set; research has shown that results are less representative when excluding respondents who commit one penalty, as any one behavior might be typical of that respondent or a momentary lapse of attentiveness. Researchscape is confident that the information gathered from this survey can be used to make important business decisions related to this topic.

We only report differences between subgroups when they are statistically significant at the 95% confidence level. While this is the industry standard for reporting results, it does mean that reported differences are simply due to chance 1 out of 20 times.

Differences were only reported if they were statistically significant and were deemed to have some practical significance. All closed-ended questions in the survey were cross-tabulated by:

- Net Promoter Segment
- Is your organization primarily B2B, B2C, or B2G?
- Approximately how many employees work at your organization (all locations)?
- Which of the following categories best describes your organization's industry?

Rather than compare subgroups to other subgroups individually, we compare each subgroup to the aggregate of all other subgroups. This is easier to present and visualize than column comparisons (which require tagging each column with a letter) and differentiates at the low end as well as the high end. Since this approach uses the entire sample, rather than a subsample of two subgroups, it provides greater statistical power and reduces the chance that differences are false discoveries

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<http://www.researchscape.com/>.

APPENDIX B - QUESTIONS

Which best describes your department/current functional role at work?

Accounting / Finance	0%
Administration	0%
Architect	0%
Clerical	0%
Communications / PR	4%
Creative Services	0%
Customer Service	0%
Design / Engineering	0%
Executive / Owner	55%
General Management	20%
Human Resources	0%
Information Technology	0%
Infrastructure	0%
Interior Design	0%
Janitorial	0%
Legal Professional	0%
Quality Control	0%
Manufacturing	0%
Market Research	0%
Marketing / Advertising	21%
Office Manager	0%
Planning	0%
Procurement	0%
Project Manager	0%
Quality Control	0%
Research and Development	0%
Risk Management	0%
Sales / Business Development	0%
Security	0%
Supply Chain / Demand Management	0%
Technician	0%
Training	0%
Warehouse / Transportation / Shipping	0%
Other	0%

Which, if any, of the following products or outside services does your marketing department use?

Content marketing	44%
Customer Relationship Management (CRM) software	57%
Social media analytics	62%
Transcommerce software	0%
Website development firm	59%
Public relations firm	100%
Ransomware defense firm	0%
None of the above	0%

What is your role in the decision to renew your PR firm?

No role	7%
Provide input	36%
Final decision maker	57%

What was the name of the last school or college you attended?

- [OPEN ENDED]

What is the name of your PR firm?

- [OPEN ENDED]

How likely is it that you would recommend your PR firm to a friend or colleague?

0 - Not likely at all	0%
1	1%
2	1%
3	1%
4	1%
5 - Neutral	12%
6	6%
7	14%
8	24%
9	18%
10 - Extremely likely	21%

Why did you give this rating?

[OPEN ENDED]

What do you like about working with your PR firm?

- 1 - [OPEN ENDED]
- 2 - [OPEN ENDED]
- 3 - [OPEN ENDED]

What do you dislike about working with your PR firm?

- 1 - [OPEN ENDED]
- 2 - [OPEN ENDED]
- 3 - [OPEN ENDED]

Thinking about your recent interactions with your PR firm... How effective was your PR firm at meeting your needs?

Not at all effective	0%
Slightly effective	4%
Moderately effective	23%
Very effective	47%
Extremely effective	25%

How easy was it to work with your PR firm?

Not at all easy	0%
Slightly easy	6%
Moderately easy	20%
Very easy	41%
Extremely easy	32%

How enjoyable were your interactions with your PR firm?

Not at all enjoyable	1%
Slightly enjoyable	8%
Moderately enjoyable	24%
Very enjoyable	43%
Extremely enjoyable	23%

To what extent has your PR firm met your expectations?

Not at all	1%
Slightly	2%
Moderately	24%
Very much	51%
Completely	22%

How well did your PR firm services compare with the ideal?

Not at all close to the ideal	2%
Slightly close	5%
Moderately close	27%
Very close	42%
Extremely close to the ideal	23%

What is your overall satisfaction with your PR firm?

Not at all satisfied	0%
Slightly satisfied	3%
Moderately satisfied	20%
Very satisfied	55%
Completely satisfied	22%

Which of the following services do you use from your PR firm?

Influencer marketing	38%
Media pitching	40%
Training corporate staff on how to do media interviews	27%
PR surveys	42%
Crisis management	34%
Answering media queries	36%
Writing news releases	51%
Communications support	35%
Developing earned-media coverage	26%
Social media monitoring	57%
Developing case studies	17%
Marcom	22%
Stakeholder research	12%
Earned media	22%
Analyst relations	26%
Developing PR campaigns	51%
Speaking engagements	29%
Content creation	35%
Digital marketing	56%
Setting up media interviews	34%
None of the above	3%

How satisfied are you with each of the following services offered by your public relations team?

	Not at all satisfied %	Slightly satisfied %	Moderately satisfied %	Very satisfied %	Completely satisfied %
None of the above	0	33	0	67	0
Setting up media interviews	0	12	21	26	41
Digital marketing	0	2	20	40	38
Content creation	3	0	14	54	29
Speaking engagements	7	10	21	24	38
Developing PR campaigns	0	6	26	40	28
Analyst relations	0	4	32	44	20
Earned media	5	5	14	38	38
Stakeholder research	0	0	17	50	33
Marcom (marketing communications)	0	5	18	45	32
Developing case studies	6	6	24	29	35
Social media monitoring	2	9	21	43	25
Developing earned- media coverage	4	12	19	42	23
Communications support	0	9	15	47	29
Writing news releases	0	8	16	36	40
Answering media queries	0	6	14	44	36
Crisis management	0	3	29	32	35
PR surveys	0	5	26	31	38
Training corporate staff on how to do media interviews	4	4	11	37	44
Media pitching	3	10	18	40	30
Influencer marketing	5	8	24	39	24

How satisfied are you with each of the following skills of your public relations staff?

	Not at all satisfied	Slightly satisfied	Moderately satisfied	Very satisfied	Completely satisfied
	%	%	%	%	%
Timely responses	2	8	20	37	32
Interpersonal skills	3	7	19	46	24
Writing skills	0	8	19	41	31
Presentation skills	0	8	22	37	33
Knowledge of your industry	2	3	20	41	34
Knowledge of your business	2	4	22	44	28
Problem solving	1	6	20	47	26
Results orientation	0	10	21	42	27
Networking skills	0	8	23	37	32
Media contacts	1	8	18	49	24

What are the biggest benefits you've achieved through your public relations program?

	1	2	3	4	5	6	7	8	9	10
	%	%	%	%	%	%	%	%	%	%
Media coverage	15	15	11	8	8	12	14	5	5	9
Word of mouth	2	6	21	13	13	0	13	6	13	15
Influence	7	18	20	16	2	7	7	7	9	7
Social-media mentions	6	16	23	13	11	10	5	3	13	0
Web-site visits	16	4	14	10	14	8	12	16	2	6
Shareholder value	12	8	16	4	4	8	8	12	8	18
Sales	20	13	21	10	5	10	3	3	8	7
Leads	22	25	11	4	5	7	2	5	7	11
Awareness of products and services	27	24	20	8	6	3	4	6	3	0
Awareness of the company	32	30	13	6	7	4	1	6	1	0

Does your organization measure and evaluate your PR results?

Yes	76%
No	20%
Don't know	4%

How helpful are the findings you obtain from the measurement and evaluation of your PR results?

Not at all helpful	0%
Slightly helpful	8%
Moderately helpful	17%
Very helpful	45%
Extremely helpful	29%

Why do you say this?
[OPEN ENDED]

Given your initial expectations, how you would rate the price that you pay for your PR firm's services?

Very poor given your expectations	1%
Poor given your expectations	4%
Okay given your expectations	30%
Good given your expectations	42%
Excellent given your expectations	22%

Given the quality of your PR firm's services, how would you rate the price that you pay for them?

Very poor given the quality	0%
Poor given the quality	3%
Okay given the quality	28%
Good given the quality	43%
Excellent given the quality	25%

Given competitors' prices, how would you rate the price that you pay for your PR firm's services?

Very poor given competitors' prices	0%
Poor given competitors' prices	5%
Okay given competitors' prices	32%
Good given competitors' prices	37%
Excellent given competitors' prices	25%

How many years has your organization been using your PR firm?
- [NUMERIC]

How significant of a competitive advantage does your organization derive from using your PR firm?

Not at all significant	1%
Slightly significant	10%
Moderately significant	35%
Very significant	38%
Extremely significant	15%

How reluctant are you to switch your business from your PR firm?

Not at all reluctant	10%
Slightly reluctant	8%
Moderately reluctant	29%
Very reluctant	36%
Completely reluctant	16%

How likely are you to repurchase from your PR firm?

Not at all likely	1%
Slightly likely	8%
Moderately likely	22%
Very likely	43%
Completely likely	25%

How likely are you to purchase additional products or services from your PR firm?

Not at all likely	3%
Slightly likely	15%
Moderately likely	34%
Very likely	31%
Completely likely	16%

Which, if any, of the following have you done?

Said something positive about your PR firm to someone else directly	63%
Said something negative about your PR firm to someone else directly	11%
Posted a positive comment/review about your PR firm online	32%
Posted a negative comment/review about your PR firm online	5%
None of the above	29%

Is your organization primarily B2B, B2C, or B2G?

Business to business	27%
Business to consumer	67%
Business to government	2%
Don't know	4%

Approximately how many employees work at your organization (all locations)?

0 employees	1%
1-9 employees	10%
10-99 employees	27%
100-999 employees	34%
1,000-9,999 employees	18%
10,000 or more employees	9%

Which of the following categories best describes your organization's industry?

Agriculture, Forestry & Mining	1%
Arts & Entertainment	5%
Construction	6%
Education	3%
Finance, Insurance & Real Estate	15%
Government	3%
Healthcare	9%
Hospitality	5%
Internet	2%
Legal	0%
Manufacturing	7%
Nonprofit	3%
Professional Services	26%
Retail	4%
Software	3%
Telecommunications	2%
Transportation & Warehousing	1%
Utilities	1%
Wholesale	3%

What country are you located in?

United States	100%
[All others in dropdown]	0%

(Optional.) We welcome any final comments about any aspect of this topic or the survey itself.

[OPEN ENDED]