



Pursuant to announcement on March 1, 2022, this press release has been updated from the previously branded “SUPERNAP Italia” to “STACK Infrastructure,” “STACK,” or “STACK EMEA – Italy” to reflect the current branding.

STACK achieves NPS score more than twice as high as Nordic Data Center Benchmark

Annual Customer Loyalty and Satisfaction Results 2020

Oslo, NORWAY — September 2, 2020 — STACK Infrastructure (“STACK”), the digital infrastructure partner to the world’s most innovative companies, is proud to report a Net Promoter Score (NPS) of plus 48 compared to an industry average of minus 35 across the Nordics, outshining the competition.

As part of the STACK customer strategy, annual customer surveys are conducted and covers all STACK Nordic markets to measure customer satisfaction.

This year’s survey was performed by Netigate and the internationally recognized NPS measure was added. NPS judges the likelihood that STACK customers will purchase again or recommend STACK’s services to another company.

Loyalty and satisfaction significantly higher than benchmark

This year’s STACK customer survey, performed during the spring of 2020, delivered an NPS of plus 48, compared to NPS benchmark for the Nordic Data Center industry of minus 35. (Scoring ranging from -100 to +100.) Customers rated STACK on key measures of satisfaction such as service quality, responsiveness, issue follow-up and resolution, proactivity, and the company’s understanding of their businesses.

Almost two-thirds (61%) of STACK customer respondents identified as Promoters (scoring between 9-10 out of a maximum of 10), with the average percentage of Promoters just 19%. Over half (54%) of respondents from non-STACK customers were not satisfied with their current data center provider.

Commenting on the result, CEO, STACK EMEA-Nordics, Wiljar Nesse, said; “Meeting or exceeding customer’s expectations is extremely important for a mutually valuable and long-term partnership. The high levels of satisfaction among our customers as confirmed by this survey are therefore very gratifying. With STACKs culture of constant improvement, we will continue sharpening our customer offering to increase customer satisfaction and loyalty even further.”



Christine Ønvik Nerhagen, Head of Professional Services Norway at Netigate added;

"Netigate conducts thousands of NPS projects every year and we found it very interesting to engage with STACK to create this unique study of the Nordic data center market. Netigate collected data from both STACK customers and a customized NPS benchmark consisting of data from 300 IT-decision makers in the Nordic countries. Upon extensive analysis we could identify a remarkable level of satisfaction among STACK customers compared to the Nordic data center industry."

STACK was quick to react on the COVID-19 pandemic through regular communication with its customers on measures taken to reduce the risk of contamination within the business. It created a Corporate COVID-19 Response Team, segregated the workforce into dedicated teams per site, halted business travelling and attendance at external events, updated employee policies, increased safety protocols, and restricted access across all the Nordic data centers among other actions.

STACK used its customer satisfaction survey to gain feedback on how satisfied customers were with these actions and the way STACK communicated around COVID-19. The response was very encouraging with a rating of 4.33 for the way the company handled COVID-19 and 4.36 for its communication of operational decisions. Both ratings were out of a possible maximum score of 5 and compared to Benchmarks of 4.15 and 3.79 respectively for other Nordic data center companies.

"Our customers have been extremely committed in working with us to mitigate any potential operational risks during this pandemic. Maintaining transparent and timely communication with clients is always important, especially in times of crisis and it is clear that they welcomed our rapid and comprehensive communication around our COVID-19 response," said Fredrik Jansson, Chief Commercial Officer, STACK EMEA-Nordics.

Methodology:

The customer survey was independently administered by Netigate and calculated overall customer satisfaction and loyalty. It was conducted on-line between May 25-June 15, 2020. The survey was built on customer satisfaction methodology structured around and measuring all stages of the STACK customer journey. NPS was calculated in addition to specific measures used for internal best practice and customer service improvement.



ABOUT STACK INFRASTRUCTURE

STACK Infrastructure is a leading provider of digital infrastructure to scale the world's most innovative companies. The Company delivers an extensive geographic footprint spanning the United States, Canada, Europe and Asia Pacific and a comprehensive suite of data center and digital infrastructure solutions, including hyperscale campuses and build-to-suit data centers ("HYPERSTACK"), immediately available wholesale colocation and private data suites ("READYSTACK"), and powered shell options ("POWERSTACK").

With a client-first approach, unparalleled existing capacity, and flexible expansion capacity in the leading data center markets, STACK offers the scale and geographic reach that rapidly growing hyperscale and enterprise companies need.

For more information about STACK, please visit: www.stackinfra.com.

STACK EMEA-Nordics

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