

Past Performance Evaluation

1. COMPANY OVERVIEW

Primary Name : SOCIETY FOR FINANCIAL EDUCATION AND PROFESSIONAL DEVELOPMENT, INC.		Past Performance Evaluation	
Alternate Name : (none)		Report Date :	05-17-2012
D-U-N-S® : 10-019-1084		Order Number	1722868
Address : 2120 Washington Blvd Ste 400 Arlington, VA 22204		Company Information	
Telephone Number : +1 (703) 920-3807		Year Started:	1998
		Year of Current Control:	1998
		Annual Sales:	\$ 399,600
		Total Employees:	3
		SIC/Line of Business:	8299/Schools and educational services, nec

2. SUPPLIER PERFORMANCE RATINGS

The supplier's overall performance rating is an assessment of predicted performance. Ratings are on a scale from 0 to 100, where 100 represents the highest level of customer satisfaction. The SIC-level benchmark indicates how the supplier's overall performance rating ranks in comparison against peers.

Overall Performance Rating	91		Bottom	SIC/Quintile	Top
Overall, how satisfied do you feel about the performance of this company during this transaction?			SIC:		

Detailed Performance Ratings

		0	25	50	75	100
RELIABILITY:						
How reliably do you think this company follows through on its commitments?	94					
COST:						
How closely did your final total costs correspond to your expectations at the beginning of the transaction?	92					
ORDER ACCURACY:						
How well do you think the product/service delivered matched your order specifications and quantity?	92					
DELIVERY/TIMELINESS:						
How satisfied do you feel about the timeliness of the product/service delivery?	91					
QUALITY:						
How satisfied do you feel about the quality of the product/service provided by this company?	94					
BUSINESS RELATIONS:						
How easy do you think this company is to do business with?	94					
PERSONNEL:						
How satisfied do you feel about the attitude, courtesy, and professionalism of this company's staff?	96					
CUSTOMER SUPPORT:						
How satisfied do you feel about the customer support you received from this company?	94					
RESPONSIVENESS:						
How responsive do you think this company was to information requests, issues, or problems that arose in the course of the transaction?	95					

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3. DISTRIBUTION OF FEEDBACK

This supplier's ratings were based in part on survey feedback from past customers. This chart provides a breakdown of the survey responses received from customers in the last 12 months. For each of the survey questions, the responses, which were provided on a 0 to 10 scale, are categorized as "positive" (9 to 10), "neutral" (5 to 8), or "negative" (0 to 4).

The percentages of responses falling into each category are shown below.



4. CUSTOMER REFERENCES SURVEYED

The most recent feedback obtained on this supplier came from companies in the following industries.

SIC/Line of Business:

6022/State commercial banks

6111/Federal and federally sponsored credit agencies

6282/Investment advice

8611/Business associations

6021/National commercial banks

Number of surveys completed during the past 30 days is 6.

Note: The supplier ratings set forth above incorporate the responses and performance opinions of the surveyed customer references and not those of Dun & Bradstreet. Some references may not have provided ratings for all performance aspects.

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