

# Superior Business Solutions Wins Back to Back Best of Print and Digital® Awards

*Thanks to Customer Satisfaction Surveys Resulting in an Excellent Net Promoter Score® (NPS), Superior Wins Best of Print & Digital for the Second Year in a Row*

KALAMAZOO, MICHIGAN, USA, March 22, 2018 /EINPresswire.com/ -- Superior Business Solutions, founded in 1924 and a mainstay in national [printing services](#) and digital supply chain technologies, announces recognition received as an Award Winner of the 2018 Best of Print & Digital® program.

The Best of Print & Digital® is an annual program that identifies which companies have provided the highest service delivery to their customers over the last year.

The ratings that earned Superior Business Solutions this award, come from Butler Street, an independent research company and leading provider of client loyalty research and retention programs. Butler Street's unique Net Promoter Score methodology is widely regarded as the best indicator of customer loyalty and future revenue.

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At the end of the day, it is about quality. Our employees have our clients' best interest top of mind. We use NPS to quantify how we are doing. Congrats to our whole team for back to back wins.”

*Bill English, CEO*

Net Promoter Score measures the loyalty that exists between a provider and a consumer. Only the very top companies in the industry were able to achieve this distinction. Superior Business Solutions is honored to receive this award for the second consecutive year.

"Winning back to back Best of Print and Digital Awards is proof to me...it's about the people and relationships! Our sales team works hard to get to know their clients and how they do business. The more we know how they operate, the better we can take care of our clients. Our people take pride in being the go-to, trusted vendor to get things done! The

better we are at it, the more our customers can focus on their own business. Congratulations and thank you to everyone on the Superior team!", said Vice President, Tim English.

Mike Jacoutot, Butler Street's founder, and managing partner shared, "Each year, the winners of the



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Best of Print & Digital®, including Superior Business Solutions, have raised the bar higher for the industry. Using the feedback obtained through the survey program, they are able to consistently deliver on customer needs and wants resulting in increased client loyalty and profitable growth."

Superior has built a team that just naturally puts their customers' needs first – and it shows.

#### About Superior Business Solutions

Superior Business Solutions, part of the SBS Brands' family of companies, is an industry leader in [supply chain management](#) and process improvement solutions to optimize print, [promotional items](#) and digital spend while saving time and accelerating sales. Their holistic supply chain management solutions align and automate the process from design, planning, and procurement to production, printing, and fulfillment - for a single department, for multiple business units or enterprise-wide. Family-owned and operated since 1924, this ISO 9001:2008 certified company is headquartered in Grand Rapids, Michigan with eight locations in Michigan, Indiana, Illinois, Pennsylvania and Florida and serves clients throughout the United States, Mexico and Canada. For more information: <https://www.superior.org>

#### About Butler Street

Butler Street, a leading provider of client loyalty research and retention programs across the print industry, in conjunction with NAPCO Media, Printing Impressions, and Print+Promo, launched the Best of Print & Digital Program® to recognize those companies with the highest customer loyalty in the industry. Butler Street specializes in helping companies and their people grow and delivers lasting results in the two most challenging areas that companies face: client development and talent development.

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