

## Customer Centricity: NPS Interview Report

Client	Low Little, Giving Home Health Care
NPS	10
Engagement	Professional Search
Interview Date	17.10.25

## Interview Report

Overview	<p>Lew has a long-standing relationship with Korn Ferry, having been placed by them and having used them across two organisations for approximately ten searches - ~five in his previous company and another five in his current role over the past three and a half years. His ongoing relationship is primarily with Noel supported by other members of the firm.</p> <p>He described himself as a “frequent flyer,” reflecting loyalty and satisfaction with the results achieved. Lew values the personal relationships, responsiveness, and outcomes delivered, viewing Korn Ferry as a trusted, long-term partner for securing senior talent. Engagements have consistently met expectations, with candidates well aligned to company culture through a collaboratively developed success profile.</p> <p>Lew noted strong satisfaction overall, highlighting responsiveness and trust, while suggesting pricing could more closely reflect the long-term partnership and repeat business.</p>
What Went Well	<p><b>Long-standing trusted relationship.</b> Lew has relied on Korn Ferry repeatedly due to strong relationships and consistent delivery. <i>“In my previous role, I probably used Korn Ferry five times... in this role, this is the fifth time in three and a half years that we’ve used Korn Ferry”</i> <i>“They are great long-term partners in helping me secure talent”</i></p> <p><b>Relationship-driven trust.</b> The partnership is anchored in long-term personal connections and shared values. <i>[In answer to why Korn Ferry are the preference] “It’s definitely a personal relationship with the people, I’m a relationship guy... I’ve had good results.”</i></p> <p><b>Collaborative approach to defining success.</b> Korn Ferry worked with the Lew to define what success looks like and align candidate profiles accordingly. <i>“one of the things we did initially with Andrea and David was build a profile of what success looks like in our company, and we [had] them do a profile of three or four people that we thought were a really great example...they’ve used that from a behavioural perspective to really try to line up the people they present to us in that in that fashion.”</i></p> <p><b>Consistent candidate quality.</b> Lew expressed complete satisfaction with both the quality and quantity of candidates presented. <i>[In answer to ‘have you been satisfied with both the quality and quantity of candidates that have come through in each of the different placements’] “Yes, very much.”</i></p> <p><b>Responsive communication.</b> The team ensures regular updates and keeps senior stakeholders informed. <i>“Very, very responsive, very focused on keeping us in the loop and keeping us in the know.”</i></p>

	<p><b>Value of expertise and network.</b> <i>“the value they add is knowing us, but also bringing a network of people that are the best qualified”</i></p> <p><b>Understanding of urgency and continuous improvement.</b> Korn Ferry has adapted to Giving Home Health Care’s pace and expectations with each engagement. <i>“In their fourth search, they picked up our sense of urgency... the grades have only gotten higher as we work together more.”</i></p> <p><b>Use of assessments when relevant.</b> Assessments are used selectively and viewed as a helpful complement to interviews. <i>“We have used their assessment... once or twice. They’re fine... assessments can identify red flags.”</i></p>
<b>Challenges/ Pain Points</b>	<p><i>While no significant challenges were identified, Lew shared a few minor reflections on how the partnership could evolve further.</i></p> <p><b>Pricing structure.</b> While Lew sees strong value in the partnership, they suggested fees could better reflect the ongoing, repeat nature of the relationship. <i>“It’s a pretty standard offering from a pricing perspective, we’ve negotiated a slight discount, but it is close to industry, and so we’ll we just continue to move forward, although I think I deserve a lower fee.”</i></p> <p><b>Follow-up visibility.</b> Formal post-placement follow-up is not always visible to Lew, though ongoing contact through multiple searches provides indirect feedback. <i>“I’m not aware of them following back up with candidates, but because we have been in contact since either late 23 or early 24 in various [engagements]...they obviously always check on the people that they placed”</i></p>
<b>Gaps Identified (raised by interviewee)</b>	<ul style="list-style-type: none"> <li>• Fee structure could better reflect long-term loyalty and frequency of engagement</li> <li>• Limited visibility on structured follow-up with placed candidates</li> <li>• Broader awareness of Korn Ferry’s non-search offerings (consulting, strategy) remains low</li> </ul>
<b>Key Themes</b>	<p><b>Enduring partnership and loyalty.</b> The relationship spans roles and organisations, built on trust, responsiveness, and results. Korn Ferry is viewed as the first choice for executive hiring.</p> <p><b>Relationship-based collaboration.</b> Strong personal connection and mutual understanding underpin the partnership, with clear cultural and behavioural alignment.</p> <p><b>Consistent delivery and adaptability.</b> Korn Ferry has continued to refine responsiveness and urgency as the relationship matured.</p> <p><b>People as differentiator.</b> Jane’s relationships and network, not just brand reputation, are seen as the source of value and competitive edge.</p>
<b>Actions &amp; Recommendations</b>	<p><b>Maintain personalised, relationship-led model:</b> preserve the trusted, relationship-driven dynamic as a core strength.</p> <p><b>Continue to nurture personal connections:</b> sustain the informal, trusted rapport that underpins the partnership; small relational touches, such as invitations to Korn Ferry events, reinforce goodwill and client loyalty - <b>Lew</b></p>

	<p><i>mentioned he was still waiting for an invite to go Pro AM on the Korn Ferry tour.</i></p> <p><b>Explore partnership-based pricing:</b> consider recognising repeat client relationships with a preferred rate or loyalty structure.</p> <p><b>Clarify post-placement follow-up:</b> make candidate follow-up activities more visible not only to demonstrate continuity but also to support long-term retention and growth of the relationship.</p>
<p><b>Additional Insight</b></p>	<p>While the Lew acknowledged Korn Ferry's broader consulting and strategy services, he associates them primarily search <i>"In my mind they are great long-term partners in helping me secure talent."</i></p> <p>Lew views Korn Ferry's tools, technology, and pay benchmarking as expected fundamentals of a leading search firm, rather than differentiators that drive choice. <i>[In answer to how much do you expect Korn Ferry as a leading consultancy and recruiter to have the tech, tools, benchmarks, and if it's important to you] "It is [important] to me but that to me is table stakes – they have to have that to be able to compete against other top-rated folks. I would be much less interested in using them if I didn't think those were there"</i></p>