



For Immediate Release:

Apex HCM Latest Net Promoter Score (NPS) Puts It At The Top Of HCM Software Companies

The results show that Apex HCM customers are highly likely to recommend the payroll and HR software to others

Roswell, GA. (Nov 15, 2022) - Apex HCM, a leader in Human Capital Management Technology, has announced a 44% increase in its Net Promoter Score (NPS) to 39, a remarkably high score in the industry. NPS is the gold standard of customer experience metrics. It measures the loyalty of customers by asking them, on a scale of 1-10, how likely they are to recommend a product or service to others. A score of 39 reveals that Apex customers are considered “promoters” of the software and are loyal and enthusiastic customers.

Apex has long been known as a leader in HCM technology with unmatched support. Payroll Service Bureaus, their clients and employees, benefit from the powerful, easy-to-use, flexible platform that is always innovating to keep up with changing requirements. Since the last NPS survey, Apex has released a new user interface experience with mobile capabilities leading to a greater level of convenience and efficiency. Integrations with other premier products such as Equifax’s The Work Number, the inclusion of new standard features such as applicant tracking (ATS) and e-Filing at no extra cost and more, have contributed to the increase in customer loyalty and satisfaction.

In addition to innovative technology, Apex leads the industry in providing services to help customers succeed with dedicated Client Success Managers, Data Migration Teams, and live support. “Apex is different from other software providers, from a couple of different aspects. One - it has a full human capital management suite. Not every software has that full suite of services, but it also has the support behind it as well,” says Frank Plum, President of Workplace HCM and Apex customer since 2017. “I think that’s very rare to find when you are working with a software provider that they’re giving you a full range of services that you need, but also can provide the support behind it.”

“Our customers know that they can rely on Apex to continually add to and enhance our technology so they can retain the competitive advantage against other payroll service bureaus, while also increasing their efficiency and cost-effectiveness,” explained Brian Perkins, VP of Client Services, Apex HCM. “We regularly engage with them to collect feedback on what new features they need and what their clients want, to make the platform even better.”

“We are very happy with the NPS results but do not take them for granted,” commented Apex HCM CEO, Robert Digby. “The success of our customers is integral to the success of our company. In 2023, we will continue to expand features of the platform, continue to provide the best support in the industry, and work hard to do even better next year.”

About Apex HCM

Apex® HCM is a market leader in licensing cloud-based payroll and HR software technology. Over 300 payroll service firms and vendors nationally use Apex’s technology as the core of their business foundation. Apex’s configurable, comprehensive suite of products and services include payroll, payroll tax, human capital management, applicant tracking and onboarding, time and attendance, reporting, manager and employee self-service, ACA compliance, mobile apps, workers’ compensation, payroll debit cards and other business management tools normally reserved for large enterprises, now available to any business size. Apex’s cutting-edge, cloud-based technology allows its customers to



effectively compete feature-for-feature with larger established firms while dramatically improving their workforce productivity.

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For more information about Apex products, please visit <https://apexhcm.com> or call 877-750-APEX (2739).