

QTS Leads the Way in Data Center Customer Satisfaction

Independently administered NPS® survey confirms QTS as industry leader in NPS

QTS is the digital infrastructure leader — Powered by People, driven by purpose and fueled by a spirit of innovation. To validate its Net Promoter Score (NPS®), QTS commissioned Qualtrics, a third-party experience management company, to conduct an objective NPS survey to assess the data center operator's brand positioning, customer experience and competitive landscape.¹ The results verified QTS's industry-leading NPS rating, noting trust, service quality, innovation, transparency and reputation as reasons for the high score. QTS also scored above the industry average across measured key performance indicators (KPIs), namely satisfaction, support quality, price and worth.

QTS Stands Above the Rest

With strong promoter ratings and minimal detractors, QTS's NPS is superior to its competitors'. Our customers have recognized us with an industry-high NPS score of 85+ for six consecutive years. According to the NPS assessment, the following key attributes drive QTS's high promoter levels.

TRUST

QTS builds trust with its customers through its reliable infrastructure. With 11 consecutive years of 99.999% or better infrastructure uptime, QTS safeguards the operational integrity of its customers' critical systems.

What is NPS?

NPS is widely recognized as the gold standard for evaluating customer satisfaction and loyalty. The survey asks participants, "How likely are you to recommend [Company] to colleagues or other businesses?" NPS is calculated by subtracting the percentage of "detractors," or negatives scores, from the percentage of "promoters," which are positive scores, to produce an NPS that ranges between -100 and 100. Higher scores equate to greater customer satisfaction.

GOOD (0-20)
FAVORABLE (20-50)
EXCELLENT (50-80)
WORLD CLASS (80-100)

NPS RANGE SOURCE: BAIN & COMPANY

SERVICE QUALITY

QTS's ability to solve customer problems quickly is a key differentiator for the company. To ensure a consistently high level of support across its data centers, QTS continually invests in employee skill and knowledge development and in the proficiency of its 24x7 Operations Support Center (OSC). QTS also provides employees with the autonomy to remedy customer concerns immediately.

INNOVATIVE SOLUTIONS

QTS's advanced data center design and proprietary Service Delivery Platform™ (SDP) help support modern customer requirements. QTS's best-in-class, standardized Freedom Design data center enables QTS to manage resources more sustainably and promote energy, water and waste efficiency. QTS Freedom Data Centers utilize a water-free cooling system that delivers a Water Usage Effectiveness

¹Methodology: 514 business-to-business interviews conducted through the Computer-Assisted Web Interviewing (CAWI) method in January 2025.

rating of 0. As our go-forward plan for new data center builds, the water-free cooling system will continue to improve water conservation in the areas into which we are expanding. Its modular design also empowers QTS to scale quickly, shorten construction timelines and accelerate customer deployments.

SDP, QTS's proprietary data center management solution, offers access to the telemetry data that QTS constantly collects from its smart infrastructure and facilities. The real-time data and powerful insights delivered via SDP enables QTS to understand and optimize its power usage and demand, cooling effectiveness, and site access.

TRANSPARENCY

QTS is committed to transparency across its business practices, reporting its environmental and social efforts and impact in its annual Sustainability Report. The company also provides customers with on-demand access to real-time data captured by SDP, offering 360° digital control of critical environments to allow customers to manage and optimize their connectivity, power, security access and more.

A REPUTATION FOR EXCELLENCE

These positive attributes drive QTS's strong reputation in the data center industry. QTS will continue to use the actionable insights derived from its NPS evaluation to guide its strategic decisions and elevate its data center services and customer experience. ▾



“In every interaction, their professionalism shines through, and they are always ready to go that extra mile to ensure excellent service. Each of them embodies the ideal of what customer service should be, **making our experience with QTS truly exceptional.**”

SIEMENS DIGITAL INDUSTRIES SOFTWARE

About QTS Data Centers

QTS is a global data center leader with unrivaled access to scalable infrastructure across North America and Europe. Powered by people and driven by purpose, QTS provides state-of-the-art data center solutions, robust connectivity and premium customer service to leading hyperscale technology companies, enterprises and government entities. QTS is a Blackstone portfolio company.

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