



# **HOPE Impact Report**

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Q2 -2025

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# Client Satisfaction

Launching in April of 2023, the Operation HOPE Client Satisfaction Initiative and Survey serves as a medium to determine client satisfaction with Operation HOPE programming and coaches, uncover trends and issues for improvement, and provide additional success metrics for partner relationships. Clients are asked to complete a satisfaction survey, based on a Likert scale, after completing interactions with coaches. Through Q2 2025, Operation HOPE clients have provided over 39,585 individual responses from coaching sessions and group education.

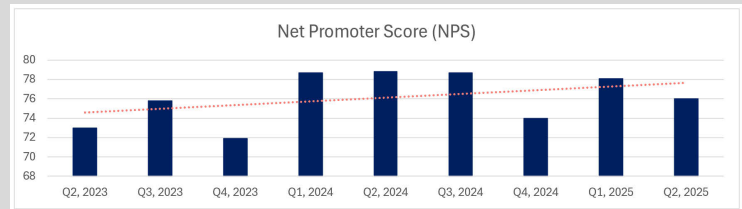


## Overall Satisfaction Scores

<i>Positive (4-5)</i>	93.5%
<i>Neutral (3)</i>	4.5%
<i>Negative (1-2)</i>	2.0%



## Net Promoter Score



Net Promoter Score (NPS) is a metric used in customer experience programs to measure the loyalty of customers to an organization and their satisfaction with their service. Created by Bain and Company in 2003 and regarded as the professional standard metric for customer experience, NPS is measured on a scale of -100 to +100 with higher scores being more desirable. Since launch, Operation HOPE has maintained an average<sup>5</sup> NPS of over 76 (2025), an outstanding testament to the experience provided to our clients.



## A Story of HOPE

“Hi my name is Berta, and I was referred to Operation HOPE by Habitat for Humanity in October 2024 with the dream of purchasing my first home. At the time, I wasn’t financially or credit ready. I was paired with Credit & Money Management Coach Syreeta Lewis, where everything started to change.

When I began the program, my credit score was 565, and I had about \$350 in revolving debt. One of my biggest challenges was staying current with my car payments, especially after I began missing work to care for my disabled young daughter. As a result, I fell behind financially and emotionally. By January 2025, my score had dropped to 542, and I was completely discouraged.

Through it all, Syreeta remained a consistent and encouraging presence. She was adamant about helping me establish a realistic and flexible budget that we adjusted based on my circumstances. Despite my setbacks, she never gave up on me. With her support, I was able to:

- Open a high-yield savings account and save \$1,000
- Catch up on loan payments and begin settling past collection and charge-off accounts
- Reduce my revolving debt to \$110 and boost my credit score by 40 points
- Take my family on a well-deserved vacation

Syreeta also connected me to the NACA Program for first-time homebuyers, keeping my homeownership dream alive. I now feel more confident, in control, and hopeful about my financial future. I’m overcoming my past mistakes and walking proudly toward the future I want for myself and my family.”

**Syreeta Lewis — Financial Wellbeing Coach, Credit & Money Management  
HOPE Inside Santander Bank — Trenton, NJ**