Net Promoter Score Program

Do you know what your unhappy customers are saying about you?

Introduction

Meitasoft's Net Promoter Score (NPS) survey and reporting package yields a powerful metric to promote the golden-rule behavior and generates profits a company can be proud of. NPS is a customer loyalty metric. It was introduced in the 2003 Harvard Business Review article "The One Number You Need to Grow". The most important proposed benefits of this methodology derive from simplifying and communicating the objective of creating more "Promoters" and fewer "Detractors" -- a concept claimed to be far simpler for employees to understand and act on than more complicated, obscure or hard-to-understand satisfaction metrics or indices. In addition, proponents claim the Net Promoter methodology can reduce the complexity of implementation and analysis frequently associated with measures of customer satisfaction, providing a stable measure of business performance that can be compared across business units and even across industries, and increasing interpretability of changes in customer satisfaction trends over time.

Companies obtain their Net Promoter Score by asking customers a single question on a 0 to 10 rating scale: "How likely is it that you would recommend our company to a friend or colleague?" Based on their responses, customers can be categorized into one of three groups: Promoters (9-10 rating), Passives (7-8 rating), and Detractors (0-6 rating). The percentage of Detractors is then subtracted from the percentage of Promoters to obtain a Net Promoter score. A score of 75% or above is considered quite high. Companies are encouraged to follow this question with an open-ended request for elaboration, soliciting the reasons for a customer's rating of that company or product. These reasons can then be provided to front-line employees and management teams for follow-up action.

Proponents of the Net Promoter approach claim the score can be used to motivate an organization to become more focused on improving products and services for customers. They further claim that a company's Net Promoter Score correlates with revenue growth. Discussed at length in *The Ultimate Question: Driving Good Profits and True Growth* written by loyalty business model expert Fred Reichheld of Bain & Company, and "Answering the Ultimate Question" by Richard Owen and Laura Brooks, the Net Promoter approach has been adopted by a large number of large companies, including Philips, GE, Allianz, Intuit, American Express, and Westpac Banking Corporation.

How to get started

Meitasoft's "NPS Starter Package" is designed for your MarketFirst® platform. MarketFirst's survey designer and processing , rules-based workflow, and rich marketing database form the foundation. The package includes everything needed to start your company's down the road of continuous NPS sampling and recording.

- We provide expert consulting to make sure your NPS initiative is grounded in accepted methodology
- **Who should I include in my initial survey?** Your NPS program will continuously and automatically sample your existing customers, new product sales, and your customer's interactions with your customer care or service organization. We suggest that you start with your top customers. While, the goal is to get the broadest feedback from your entire customer base, which you will do automatically over time, starting with your top 100 customers can both support your NPS data collection needs and has the added benefit of being able to address any issues of this important population. The "NPS Scheduling Engine" will schedule weekly NPS surveys for all customers in your MarketFirst database at the default rate setting of 2 times per year. New purchases or services "events" will also automatically trigger NPS surveys at the default setting of 5 days after an event.
- Your survey invitation can also be manually triggered to be sent by authorized users. Each survey invitation email explains the value your company places on good service and product quality and why the customer's input is important to help you improve. The invite contains a link to your NPS Survey landing web page.
- This NPS survey landing page is branded and again briefly explains that that goal of the survey is to measure how you're currently meeting your customer's needs. It explains, that you would like to ask what you, the customer, thinks about their overall customer experience you provide today and how you think we can improve in the future. Below is an example of the survey questions:

  - ***On a scale of 0 (worst) and 10 (best), how likely are you to recommend [your company] to a valued colleague or peer? _____***

How will we interpret your score?	
10,9	Promoter
8,7	Satisfied
6 and below	Detractor

    Note that for a score below 9 you can include a drop down list containing the categories of issues or reasons that you want to capture, track, and report. These reasons can then be provided to front-line employees and management teams for follow-up action.

- ***What are the primary factors in determining your score?***

  [select from a drop down list of your categories]

  You may also want to include a comments box to gather more valuable insight.

  - ***Your input is valuable to us so please provide any additional comments below.***

- Completion of the online survey is followed up immediately with a "thank you" email. Depending upon their response, this is a good time to let the customer know that you will be following-up
- For those customers that have ignored your survey request, an additional one or two time-spaced email reminders can be sent explaining the value of their input to your NPS program and inviting them to click the embedded link to complete the quick survey
- A negative response alert (you set the threshold for the score that will trigger an email alert) is to send to your designee to provide you with an opportunity and the context to intervene and hopefully turn your detractor around.
- Measurement tracking over time and broad reporting across your company are fundamental to continued success of your NPS program. Your starter package includes your **NPS Scorecard and NPS Survey Detail Report**.

  The NPS Scorecard can be automatically run each week and distributed to your front-line management. The reporting timeframe is settable defaulting to the current week. It provides the following valuable information:
  - Reporting Period: [from: mm/dd/yyyy to: mm/dd/yyyy]
  - Net Promoter Score:_____
  - Net Promoter Question used *"On a scale of 0 (worst) and 10 (best), how likely are you to recommend [your company] to a valued colleague or peer?*
  - Scale used: "Standard Net Promote*r* Scale" – Detractors 0 to 6, Passive 7 & 8, Promoters 9& 10. NPS = % of Promoters
  - Survey population;
    - Total number surveyed: _____
    - Total invited:_____
    - Customer types; Existing (customer for more than 1 year) _____ or New customers_____.
    - Customer ranking A___, B _____, C_____
    - Customer location/territory _____, _____,
  - Methodology; how survey was carried out (note that an NPS breakdown and score is provided for each):
    - Email; relationship survey conducted 2x a year to all existing customers_____
    - Email; sent to every customer after their purchase or service event_____
    - Phone____
    - Sales/rep initiated contact____
    - Support calls after X hours____

- The NPS Detail Report can be run optionally with the Scorecard to show the results of each individual survey including customer name and address, survey responder name, contact info, date and time, scoring, reasons, comments.
  Note that other statistical reports can be developed as required.