

# Running a Successful NPS® Program

## Measure customer loyalty & advocacy for your brand

### Setting Targets

First, understand your Net Promoter Score® benchmarks, and determine a baseline for growth. Based on the number of customers you currently have, target at least 10% of them over a pre-determined period to complete the survey.

**Remember: Up Call:** The overall goal is to progressively grow your NPS—not necessarily start high!

### Setting Benchmarks

According to the 2018 Satmetrix Consumer Benchmark Report:

- Department and Specialty stores have an average NPS of 62
- Brokerage/Investments have an average NPS of 50
- Auto Insurers have an average NPS of 43
- Home/Contents Insurers have an average NPS of 38
- Banks have an average NPS of 35
- Health Insurers have an average NPS of 13

Maximize answer rates by telling people in advance to expect to receive a survey—and HOW!

### Building Surveys

According to the 2018 Satmetrix Consumer Benchmark Report:

- Schedule surveys at the right time, and target the right audience
- Keep surveys **short** and **impactful** to garner the greatest engagement and response rate
- Use first name personalization to increase engagement
- Script with conversational language
- Define who you are, and the purpose for contacting customers at the outset
- Tell the customer what will happen with feedback, and why it is worth their time to share
- Include personalized elements to the script that are valuable to the listener
- Always use a 0-10 scale for the **Ultimate Question**
- Ensure customers have call center contact information to provide more feedback, if needed

### Best Practices: Closing the Loop

- Follow-up with **Severe Detractors** (customers scoring 0-3) within 24 hours
- Follow-up with **Detractors** (customers scoring 4-6) within 48 hours
- Follow-up with **Passives and Promoters** (customers scoring 7-10) within 5 business days

# Running a Successful NPS® Program

## A Long Term Investment

Investing in an NPS Program is an investment in ongoing improvement to customer experience: increasing your number of delighted and loyal customers, over time. A primary focus of a comprehensive NPS program is “Closing the Loop” with everyone who completes a survey. Feedback from customers—both positive and negative—is a gift that can be used to create better business practices.

Depending on the issue, different individuals in the organization should be responsible for follow-up:

- **Addressing Service Recovery** - First-line Manager
- **Addressing Systematic Issues** - Special Task Force
- **Creating Promoters** - Front-line Employee and/or First-line Manager
- **Improving Relationships** - Account Manager and/or Executive

## The Importance of a Good Follow-Up

### Before Follow-Up Call:

- Define clear ownership of who will complete the follow-up call
- Define your objective. Based on the service issue, what answers are you trying to obtain?
- Do not talk to customers about the NPS Rating Scale (i.e. Promoters, Passives, and Detractors)

### During Follow-Up Call:

- Probe for the root cause of the problem with open-ended questions, and iterative “whys”
- Learn how the customer would like the situation to be rectified
- Resolve the customer’s issue or concern if possible
- Escalate the issue if you are not able to take the required action to meet their needs
- Thank the customer for providing their feedback
- Do not talk to customers about the NPS Rating Scale (i.e. Promoters, Passives, and Detractors)

**After the Follow-Up Call: Use feedback to instruct future operations and build your corporate best practices!**

**Contact us for more information on our Solutions for NPS**

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