



# 8 NPS SURVEY SYSTEM FEATURES THAT DEFINE THE BEST FROM THE REST



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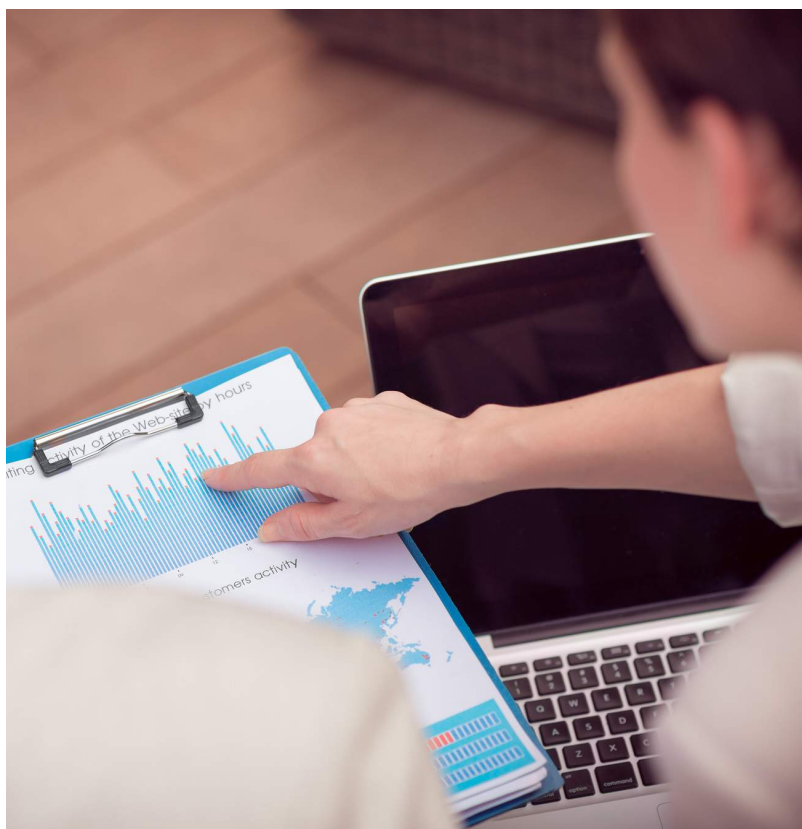
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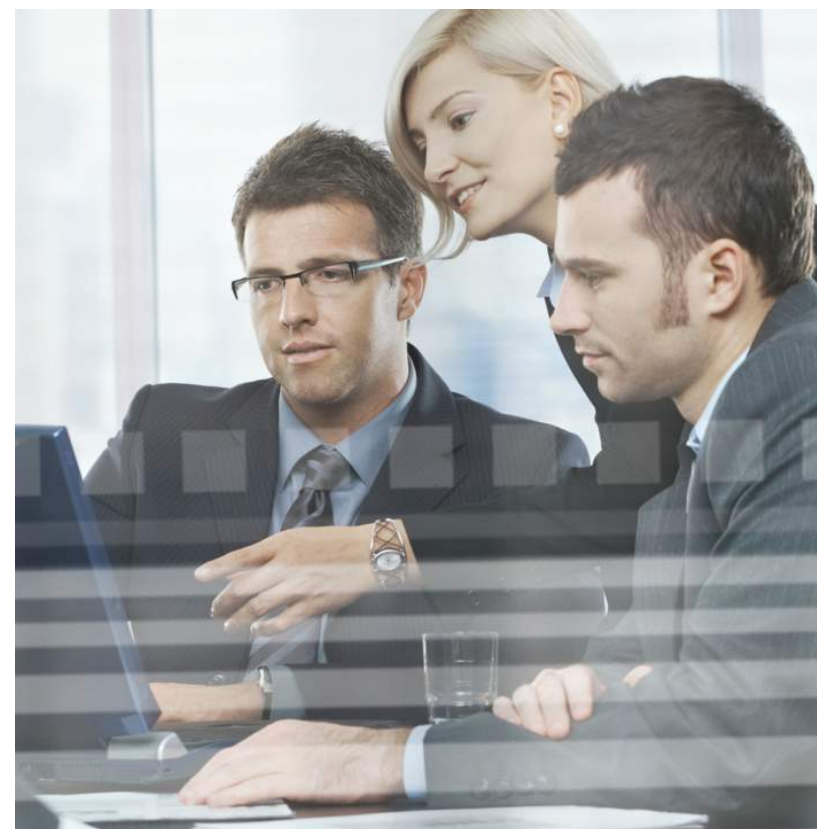
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Customer experience has become an indispensable part of the business vocabulary with more and more businesses striving to deliver experiences that illicit recommendation from their customers. Surely this is not an easy task.

This is where the Net Promoter Score (NPS) has emerged as a reliable metric for businesses to understand and measure the quality of their customer experience. The popularity of NPS can be attributed to its simplicity, but just because something is easy to understand does not mean that it is easy to execute. Although many organisations are “doing” NPS, few are achieving significant improvements.

The reason that businesses fail to achieve great results while using NPS metrics is because they do not realise that NPS is actually the end result of a discipline that needs to be part of their business' DNA. While smaller businesses tend to use cheap and simple traditional market research solutions to measure NPS, the larger ones subscribe to Enterprise Feedback Management (EFM) solutions. However, even these more sophisticated systems are not purpose-built for NPS.

If you're wondering which NPS system to go for, or if your existing NPS system is not as effective as you'd want it to be, here's a list of eight NPS program features you should look out for to help you turn NPS into an end-to-end discipline across your organisation.





## #1: Self-Service System

Imagine if you had to contact your NPS system provider every time you need to change a survey question. You would end up wasting a lot of time and effort even over simple changes. This becomes an even bigger issue if the system changes require programmatic coding which makes the system more expensive.

On the other hand, a self-serve NPS system lets you to design and edit your own surveys, alerts, and reports, and provides best practice survey questions. In other words, it puts the control in your hands to make changes that are required in a dynamic business environment. Having this feature affords you more flexibility and makes change management extremely simple.



## #2: Promoter Mobilisation through Social Media

It's good to receive positive feedback, but what's even better is when customers share their positive experience with others. When your NPS system integrates social sharing options in its surveys, you are giving your promoters the opportunity to share their positive comments on their social media profiles (Only promoters are given the opportunity to share their comments).



Engaged Marketing Research suggests that word-of-mouth is four times more effective than TV advertising in influencing purchase decisions. At the same time, BrightLocal have released the findings of their annual Local Consumer Review Survey (N=2014), which revealed that 88% of consumers trust online reviews as much as personal recommendations. To imagine the impact of promoter mobilisation through social media, let's look at the example on the next page.





Engaged Marketing’s experience shows that 10-15% of promoters choose to share feedback on social media. Considering that the median for number of friends per Facebook user is approximately 100, even if 1,000 promoters choose to share their comments, word-of-mouth is amplified by 100,000. And with word-of-mouth being four times more effective than advertising, your NPS system is now transformed into a powerful customer acquisition tool.



## #3: Comment Streams

People are quick to voice their criticism about a brand, but when it comes to giving a positive review, not many are forthcoming. While studies\* have shown that peer reviews have far more influence over buying behaviour than advertising, getting large numbers of testimonials from customers can be challenging. Imagine your website or Facebook page having a constant stream of positive testimonials; think about how much this could enhance your brand.

Your NPS surveys are a constant source of reviews from your customers who have had a positive interaction with your brand. An NPS system that allows you to stream these comments on to your website and Facebook can give you that extra push in your marketing efforts by building credibility.

*\*PowerReviews Study on the Impact of Product Ratings and Reviews on Consumer Purchase Behavior*



## #4: Root Cause Analysis

NPS surveys typically follow a census approach and this means you typically have a large number of responses. However, data means nothing unless you know what to do with it. When you get thousands of survey responses, the amount of data can be overwhelming. Having the ability to quickly identify key drivers, pain points, and focus areas is critical to the success of your NPS program.

Some NPS solutions offer simplistic driver charts that have importance ratings on one axis and satisfaction ratings on another axis. In our view, this method is inadequate as it focuses on individual attribute ratings as opposed to linking it very clearly to a higher order objective or a metric such as NPS.

The other issue we have noticed is that some customers tend to rate everything as being important. You need to have a solution where key attributes are correlated to NPS using advanced correlation techniques. This allows you to clearly identify which aspects have the greatest influence on your NPS.





Such charts can clearly identify your key interaction and attribute ratings in one of four quadrants:

- The leverage quadrant: high satisfaction-high correlation
- The maintain quadrant: high satisfaction-low correlation
- The prioritise quadrant: low satisfaction-high correlation
- The improve quadrant: low satisfaction-low correlation



Our strong recommendation is to look for this kind of analysis when selecting a solution.

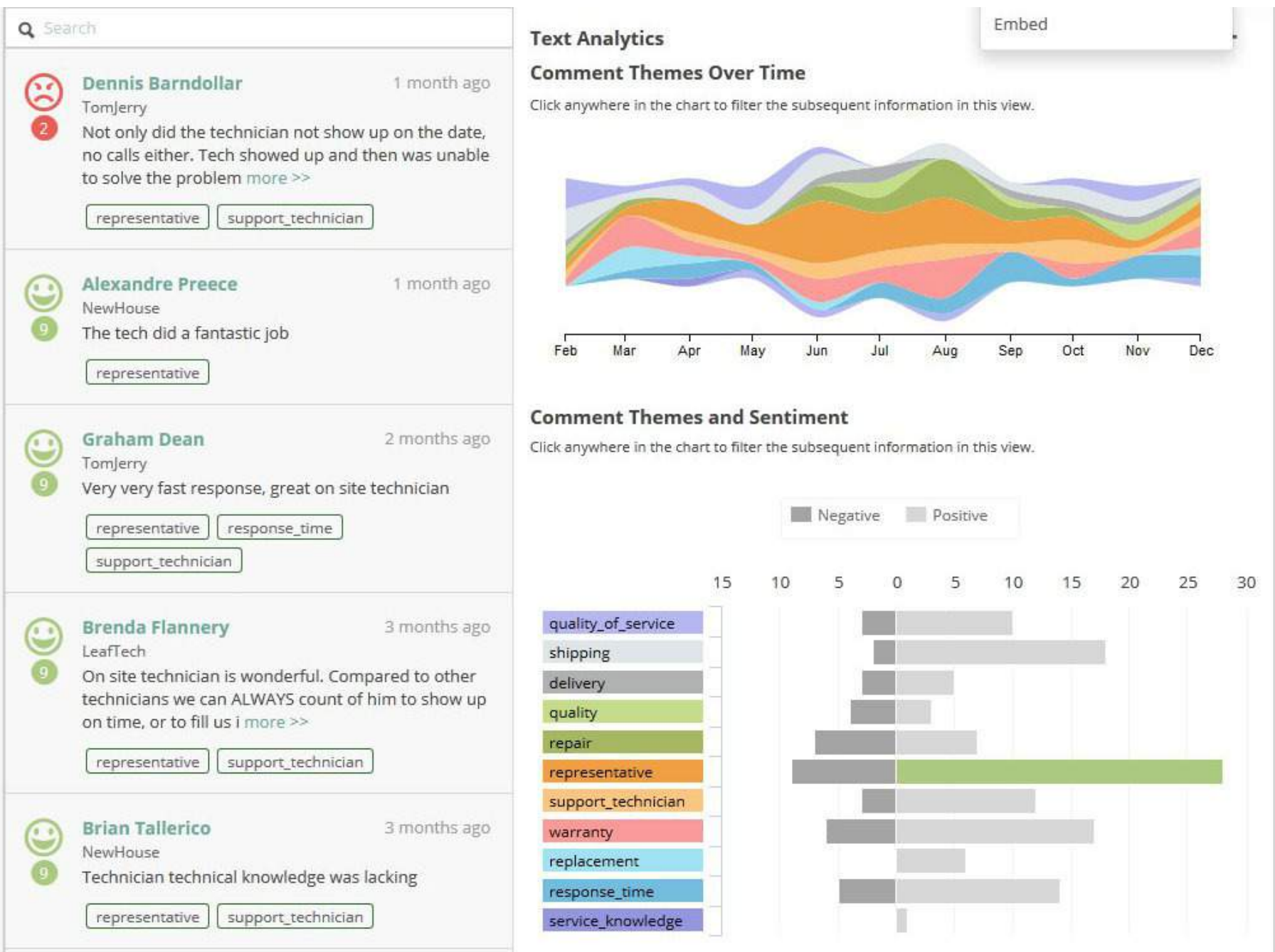




## #5: Text Analytics

Yes-or-no and multiple choice questions are great to give you concise data, but can they truly capture customer sentiment? Asking open-ended questions can provide valuable insights into the psyche of your customers. Your customers might highlight an issue you wouldn't have even considered.

The downside of asking open-ended questions is that it's virtually impossible for one to read through thousands of feedback comments. With an NPS system that has strong text analytics, you can dive deeper into key themes and sentiments by automatically monitoring and mining unstructured data to reveal what customers really think.







## #6: Dynamic Role-based Dashboards

When you conduct traditional market research by using a survey software or work with an external market research agency, this is what typically happens: The business manager conducts customer experience research.



At some stage along the way, front-line staff are presented with the results. Often, they baulk at the fact that they may have many interactions and that the small sample size does not reflect what they actually do.

With NPS, the critical factor is a continuous cycle of regular insights and timely action. Dynamic role-based dashboards provide relevant information in near real-time to key frontline staff, department heads, and executives that are in the best position to make a difference.





Conducting a survey is just one part of the NPS process. The hard and more tedious part is analysing the data, reading through the numbers, giving it a structure, making it presentable, and then distributing the relevant data to the concerned departments. By the time all this is done, the data might already be obsolete. Another point is to ensure that the dashboards are intuitive and easy to use for operational staff who may not be analysts or statisticians.



The main benefit of having an effective NPS dashboard is that it can do all of your work for you. Such a system should provide you with dashboards that are role based, which means individual departments can view data in near real-time based on parameters relevant to them. Whether it's the executive or the sales team, dynamic dashboards become the one-stop screen for gauging business performance.





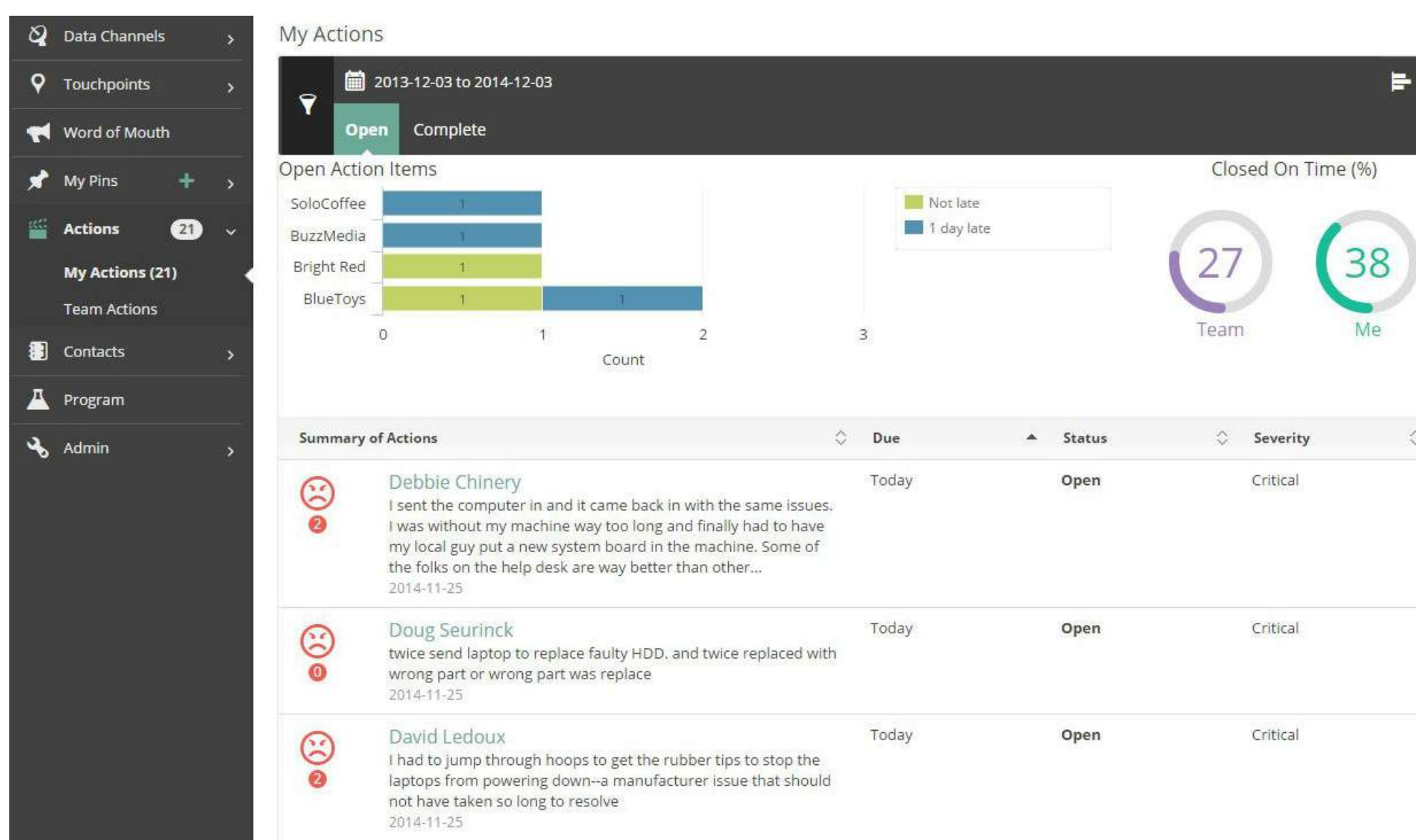
“NPS is the first screen I look at on my computer  
when I arrive at the office each morning.”  
Walt Bettinger, CEO of Schwab

This insightful quote from the CEO of a financial institution illustrates the importance of timely NPS scores and the fact that Walt Bettinger understands that NPS is a lead indicator of business performance.



## #7: Detractor Alert Management

According to our NPS benchmarking research of more than 100,000 consumer responses, we have found that Detractors are at least five times more powerful than Promoters. This is because bad news sells and spreads faster than good news. When you consider the flow-on effect of bad customer experience stories Detractors are probably even more powerful.



Best practice NPS therefore, requires you to contact your detractors for three fundamental reasons. The first is to understand and resolve the customer issue and therefore neutralise any negative word-of-mouth. The second is to treat it as a learning exercise. The last, but not the least, is to understand the issue in greater detail. Sometimes customers might fill in an open comment that says “the service was terrible”.





Although you may know the experience was terrible from this response, you do not know why. Calling a detractor back gives you more qualitative information. Best practice requires organisations to call detractors back within 48 hours.

Unfortunately, you cannot rely on people's best intentions on making these calls. It is more critical that this process is managed and reported and this crucial conversation is captured.

With system generated detractor alerts, which are triggered to the right person in the right department, customer issues can be addressed immediately. While alerts act as alarms, what's more important is that your NPS system should enable you to close the loop by capturing data on the issue, the action taken, and the end result. That way, you ensure accountability within the organisation and higher customer satisfaction.

Detractors are the compass that tells you what you're doing wrong; the sooner you address it, the better.

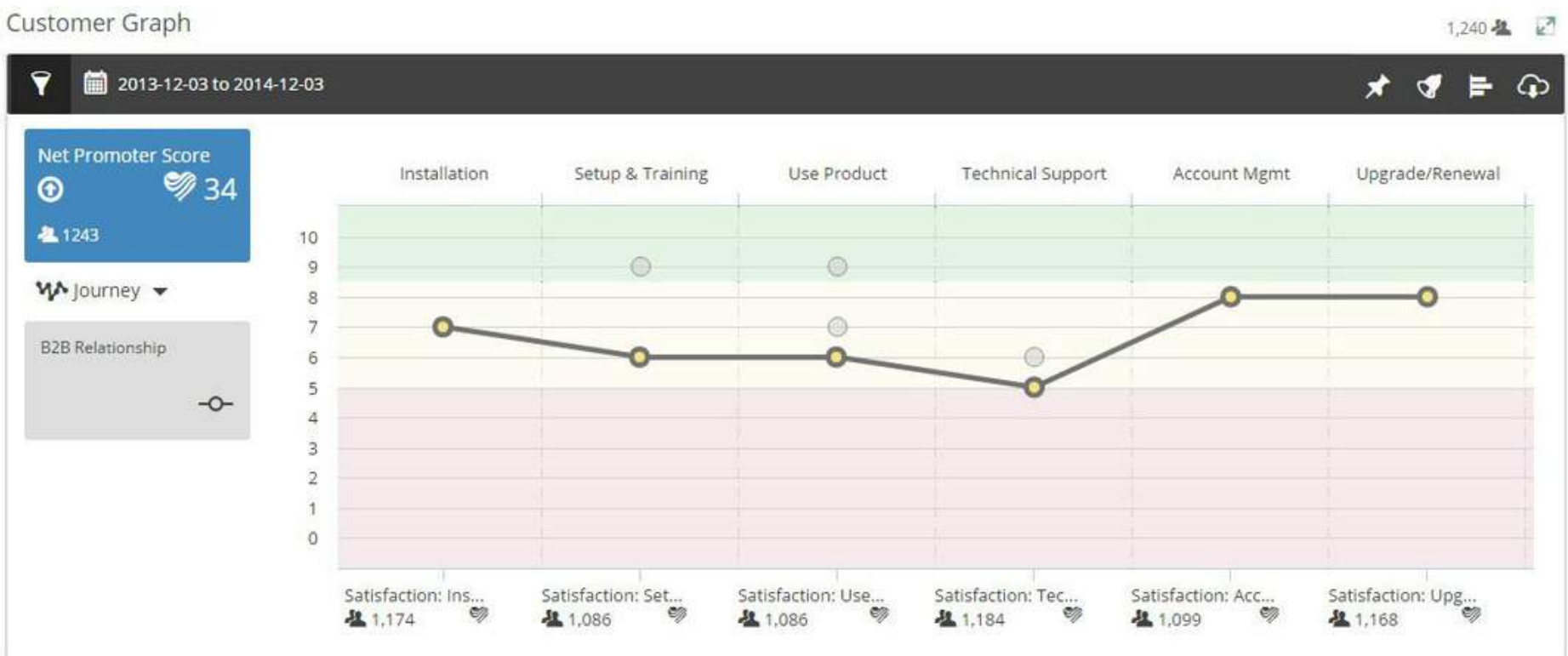
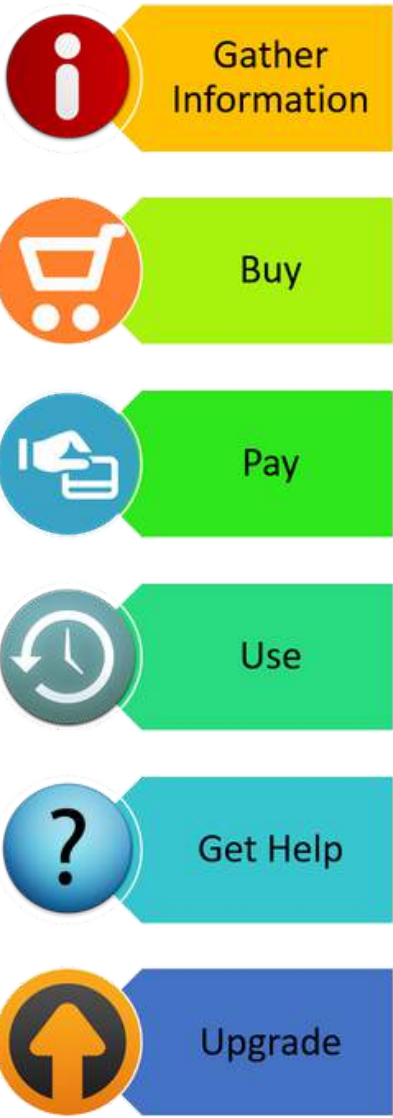




## #8: Customer Journey

Your organisation’s NPS score is a function of all the interactions that your customers have with you. The customer journey is fundamentally the key interactions customers have with you and their related touch points. As an example, if a customer was looking at purchasing a new mobile phone, their journey would look like the chart on the right.

Every time a customer interacts with your business, there is an opportunity to turn them into a promoter. However, overall positive customer feedback does not mean that the whole journey has been great. When you have an integrated view of the customer journey created by mapping the performance of all possible customer touch points, you get a clear picture of what’s working and what’s not. An NPS system that can show your customers’ journey with performance data for each touchpoint can go a long way in helping you stay on top of your game.







## Engaged Marketing

As an NPS loyalty partner ourselves, over the last nine years we have worked with several clients to successfully implement the NPS discipline across the organisation to drive growth. Our span of experience covers 20+ industries and over 100 brands.

To help businesses create an NPS discipline that checks all the boxes, we offer cutting-edge, end-to-end customer experience management solutions together with actionable insights and necessary trainings.

If you want to learn more about how NPS can help your business or, if you want to attend a demo of a solution that is suitable for your requirements, call us today.

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