

THE

DARK SIDE OF NPS[®]

The Pitfalls of Score Manipulation & Strategies
for Ethical Implementation Revealed!

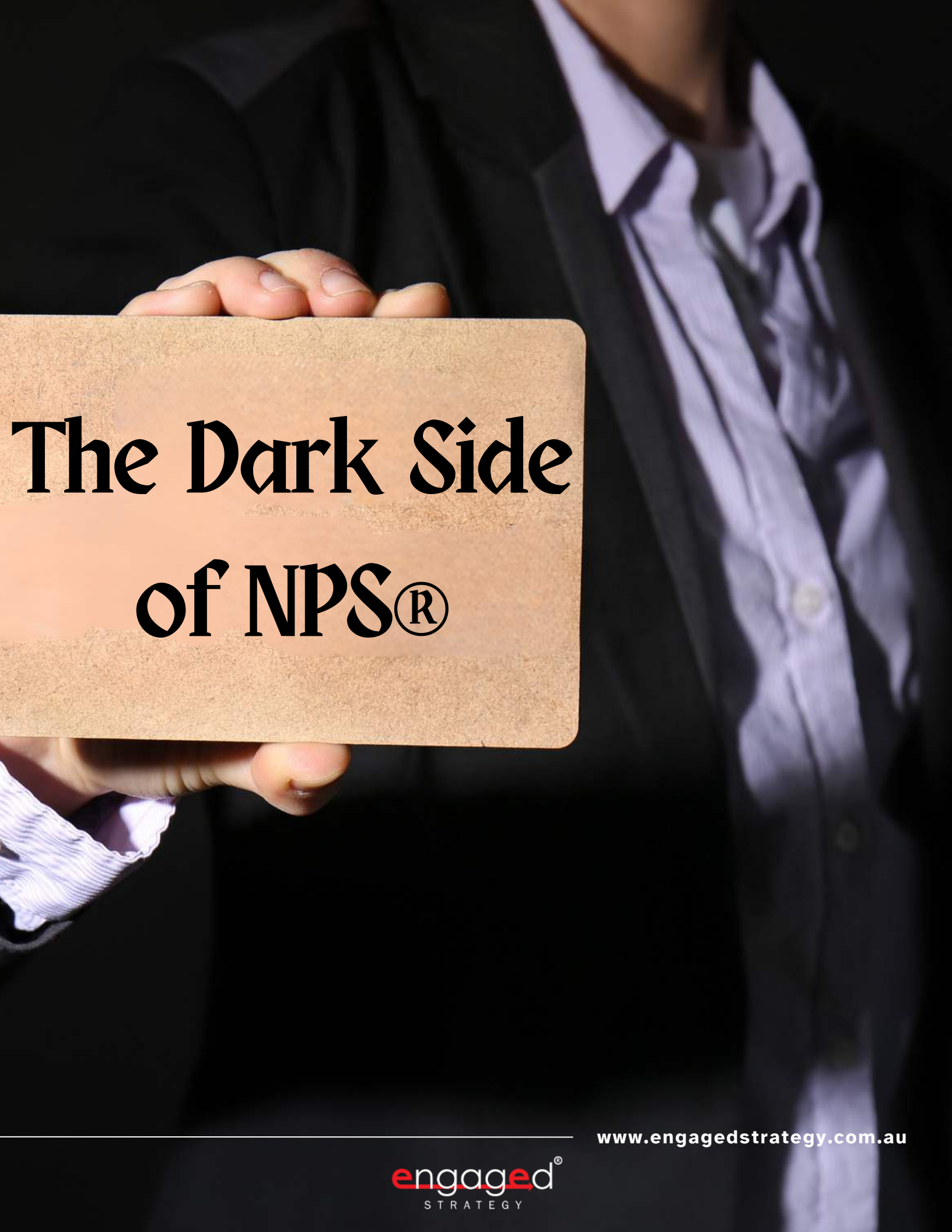


What is NPS®?

In today's customer-centric landscape, Net Promoter Score® (NPS®) is a leading measure of customer loyalty and growth. It asks customers: “How likely are you to recommend us to a friend, family member or colleague?” followed by an open-ended question for further feedback. This simple yet powerful tool helps businesses understand and enhance customer satisfaction, driving loyalty, referrals, and positive reviews.

However, the simplicity of NPS® can sometimes mask underlying issues, particularly when score manipulation compromises its effectiveness.



A person wearing a dark suit jacket, a light blue dress shirt, and a dark tie is holding a rectangular piece of light brown cardboard. The person's hands are visible at the top and bottom edges of the cardboard. The background is dark and out of focus.

The Dark Side of NPS®

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STRATEGY

Pitfalls of NPS® Score Manipulation

Recent feedback indicates that some brands have encountered unethical practices surrounding NPS®. Manipulating scores—whether through direct incentives, pressure on staff, or selective surveying—can distort the data, leading to misguided decisions and false confidence. Examples include:



Incentivising Positive Scores
Offering discounts or bonuses for high scores.



Selective Surveying
Only including satisfied customers in surveys.



Guided Responses
Staff completing or guiding responses on behalf of customers.

These practices not only undermine trust but also prevent organisations from addressing genuine customer issues.

Why Staff Cheat With NPS® Scores

Employees may resort to cheating on NPS® scores due to three major factors:



Unrealistic Targets

When business leaders set aggressive NPS® targets without empowering your staff with the requisite skills and resources, they have no option but to cheat.



Performance Linkages

Targets tied to performance bonuses or evaluations.



Cultural Pressure

Intense pressure from senior management cascading down.

This environment can lead to unethical practices as employees seek to meet unrealistic expectations or improve their standing.

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Strategies for Ethically Implementing NPS®

Before setting NPS® targets, ask yourself these 5 critical questions:

1

What does the NPS® discipline mean for my business?

Clarify its role in improving customer experience and driving growth.

2

Why am I doing it?

Define how NPS® will contribute to growing employee and customer loyalty for your business, and give you a competitive advantage.

3

How do I do it?

Define specific actions your employees across the organisation at every level need to take to create Promoters.

4

Can I provide staff with the necessary skills and resources that they need to deliver on the NPS® goals?

Ensure training and resources are available in adequate measure to meet customer needs effectively and create experiences worthy of recommendation.

5

What's In It for my staff?

Provide your employees with a clear line of sight in terms how they can contribute towards achieving your organisation's vision and strategy. This is also an opportunity for them to learn new skills that contribute to their personal and professional growth.



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Monitoring and Auditing NPS® Practices

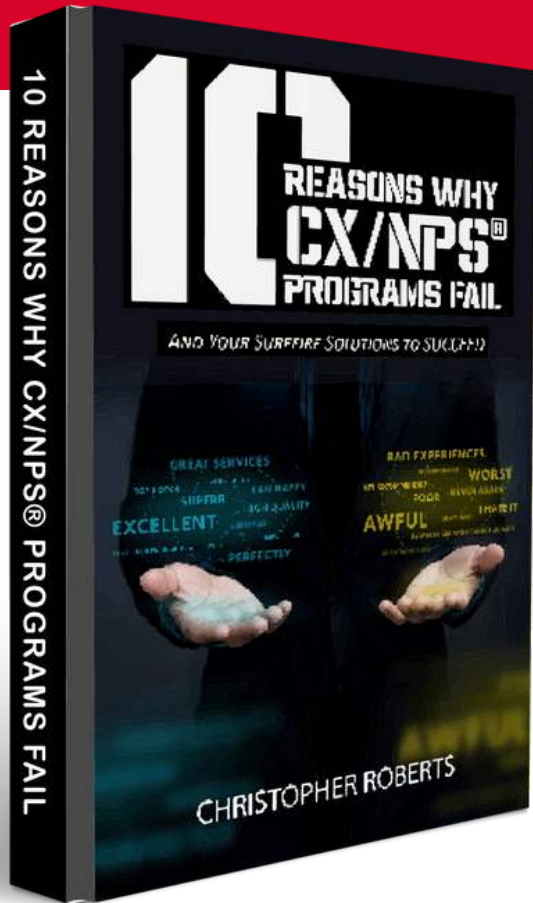
Regularly monitor and audit NPS® practices to identify and address any deviations. Internal audits help ensure compliance with ethical guidelines, allowing businesses to correct course and maintain the integrity of their NPS® program.

Simply communicating that random checks will be conducted to ensure feedback is genuine will reduce gaming of the system.



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Your Guide to Embracing Ethical NPS® Practices



To harness NPS® effectively, prioritise transparency, foster a customer-centric culture, and equip employees with the right tools and support. By rejecting manipulative practices and focusing on genuine feedback, brands can build stronger customer relationships and achieve sustainable success.

For a deeper dive into building a world-class NPS® program that can help you overcome these common pitfalls, read Christopher Roberts' highly regarded book

10 Reasons Why CX/NPS® Programs Fail

And Your Surefire Solutions To Succeed.



10 Reasons Why CX/NPS® Programs Fail provides you with real world examples of how you can avoid the many pitfalls that are easy traps for the uninitiated.

Tony Chamberlain | Chair, Vistage Australia

Chris has an incredible array of experiences to draw from and has been able to weave these through this work to make it a must read for those of us committed to making the CX/NPS Program work.

Rod Arthur | Former CEO, UQ College

Chris (Roberts) has been instrumental in working alongside myself and our executive team to ensure we understand the needs of our people and to build a strategy that produces results.

Elaine Jobson | CEO, Jetts' Fitness

This is a powerful book which can help organisations to understand how their CX program can veer away from business objectives. It is packed with great tips and several real-world examples which can be implemented by organisations of all sizes and industries.

Rohit Garg | VP, EXL Services

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Adopt Best Practices of NPS® for Sustainable Growth

Adopting NPS® isn't just about measuring customer loyalty. NPS® is more than just a metric - it is a business discipline that drives customer-centricity, operational improvements, and long-term success.

NPS® helps businesses understand what drives customer loyalty, uncover operational issues and foster a culture of continuous improvement. The transformation isn't limited to customer experience; it also elevates employee engagement and aligns teams to a common purpose: improving customer outcomes.

For any business seeking to thrive in today's competitive landscape, adopting the NPS® discipline is no longer optional—it's essential.

At Engaged Strategy, we have the expertise to guide you every step of the way.

We have helped clients increase their NPS® by 80+ points.



We possess knowledge of **20+ industries & 200+ brands**



We have conducted **30+ Benchmarking Studies & 3 National Employee Engagement Studies**



Analysed responses from **1 Million+ consumers & 10,000+ employees**

Our comprehensive approach ensures that you not only understand your customer base but also turn that understanding into actionable growth strategies.

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Partner with Us

Are you ready to elevate your NPS® program and achieve true customer loyalty?

Contact Engaged Strategy for expert guidance on implementing ethical and effective NPS® practices.

Engaged Strategy's Customer Recommendation & Loyalty Studies have found that:

2X

Promoters purchase 2X the number of products compared to Detractors.

2.4X

The Stated Loyalty of Promoters is typically 2.4X more than Detractors.

70%

What organisations do (CX) makes up 70% of the overall purchase influence, while what they say (advertising) makes up only 30%.

3X

Word of Mouth is 3X more powerful than TV advertising in influencing purchase decisions.

Let Engaged Strategy can help you build a successful brand via engaged customers.



Book a conversation with us

<https://meetings.hubspot.com/chrisroberts2>



Call us

Asia-Pacific: **+61 7 3823 2146**

India: **+ 91 9620253963**



Email us

enquiry@engagedstrategy.com.au



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