

The Ultimate KPI

Net Promoter Score



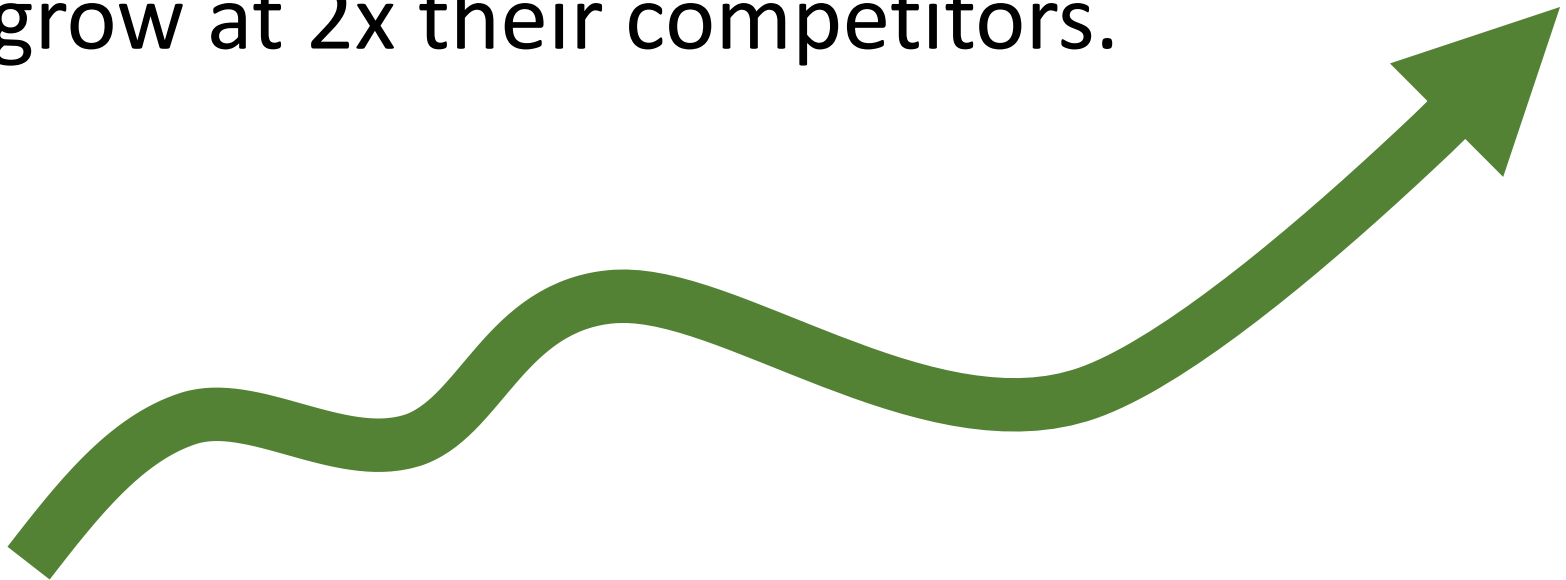
What is a Net Promoter Score?

A **process** of improvement based on an **objective** measure of customer satisfaction.

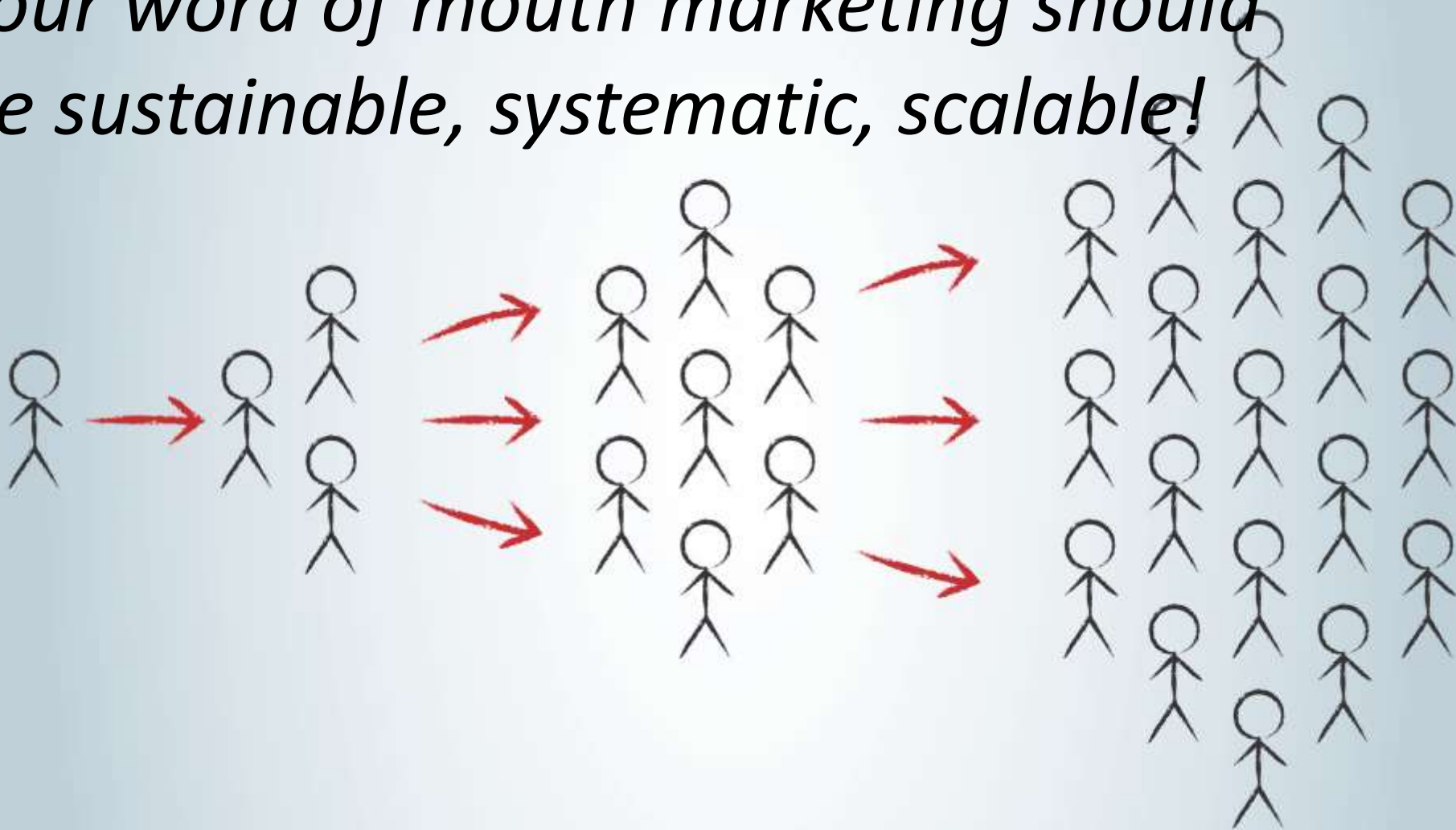
The Apple Story

- First company with \$1Trillion valuation
- Has one of the highest Net Promoter Scores in the World.
- NPS feedback is utilized on a daily basis: 24 hour response time.
- Each hour Apple spent on the phone with “detractors” had a value of \$1000 for the company.

Sustained Value Creators – companies that achieve long-term profitability, ave a NPS that is 2x that of average and they grow at 2x their competitors.



Your word of mouth marketing should be sustainable, systematic, scalable!



WOM

- Excellent marketing systems and robust word of mouth can and should go together.
- Enhanced wom, strategies to reduce friction, make it easier for people to give feedback.
- The majority of sme don't really know what their customers think about them.
- **If this is you, we need to change that!**

Your Catalyst

**Net Promoter Score is
your ultimate KPI!**



The NPS Question:

How likely are you to recommend our product or business to a friend or colleague?



0 1 2 3 4 5 6 7 8 9 10



Detractors ☹️

Passive



Promoters 😊

How it works

Subtract the percentage of detractors from the percentage of promoters.

Example: 200 total respondents

115 promoters or 57.5%

25 detractors or 12.5%

$57.5 - 12.5 = 45$

So NPS = 45



NPS Know How

- A score above 0 is positive and >50 is excellent!
- **You want promoters!**
- detractors will share their negative experience with 2x as many as positive, and they are looking for another alternative.
- Passives are an opportunity for competition.

NPS Know How

- There are some resources in the notes
- What are your service encounters?
- Frame the NPS question with driver questions and you will get a better result. This helps you zero in on what affects your NPS.

Your Catalyst

Your Catalyst - NPS is more of a mindset than a tactic - You want this to become culture in your business!

