

NPS

THE ULTIMATE GUIDE



MYFEELBACK

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Jerome joined MyFeelBack in 2014 to lead the marketing efforts and establish MyFeelBack as one of the most innovative customer knowledge solution for E-commerce and retailers.

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EDITOR'S NOTE

“

I really wish I had access to this whitepaper, back when I started looking at Net Promoter Score. In this document, I've tried to compile and answer all the questions I've had throughout the years. Whether you're a newcomer to NPS or an experienced marketer, I'm convinced that that you will find this content valuable as you try to understand how to set up and optimise your Net Promoter Score.

Jérôme Collomb
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NPS?

Net Promoter Score has become the essential indicator to measure customer loyalty over the past few years. Many successful companies see Customer Experience as a priority. But how do you check whether your business makes the cut?

INTRODUCTION

Companies are having a hard time marketing their products and services efficiently to their target audiences. Customers' profiles and the context in which they interact with a company are changing fast.

Nowadays, most companies happen to do business in highly competitive markets. Their products and services are similar to those of their competition, with a difference often focused solely on price. However customers expect more, and have the means to search for better offers that directly cater to their specific needs.

There is a real change of paradigm. Today's customers no longer want to fulfil their basic needs. They want the shopping and consumption experiences to be at a higher level, looking for an emotional connection to a brand, a real experience.

Net Promoter Score has become the essential indicator to measure customer loyalty over the past few years. Many successful companies see Customer Experience as a priority. But how do you check whether your business makes the cut?

Throughout this whitepaper, you will learn the fundamental aspects of Net Promoter Score, and how to leverage it to improve your own relationships with your customers. You will be given the necessary advice to set it up, and build upon it within your organisation.

DEFINITION & ORIGINS

Net Promoter Score (**'NPS'**) is a customer satisfaction indicator that can be used to measure customer *loyalty*. It shows how likely your customers are to recommend your company, product, or services.

Simply put, it's a tool to measure how your organisation is treating its customers, and your ability to generate and manage customer loyalty.

This indicator was first introduced in December 2003 by Frederick Reichheld, in an article published in the prestigious Harvard Business Review.

Entitled "*The One Number You Need To Grow*", it can be summed up in one simple sentence: **if you value your company's growth, you need to know what your customers are telling their friends about you.**

And that's how Net Promoter Score came to be...



Fred Reichheld

*Who created and coined the term
Net Promoter Score in his article
"The One Number You Need To Grow"*

A QUESTION TO ASK, IN ORDER TO MEASURE YOUR NPS SCORE

“Would you recommend MyFeelBack to a friend or colleague?” or “What is the likeliness that you would recommend MyFeelBack to a friend or colleague?”

By asking one of these questions, you’re inviting your customers to rank the experience provided by your company, on a scale of 0 to 10. At 0, your customers are unhappy, while at 10, they are very likely to recommend your company to those around them.

Can we change the scale of these questions?

No. Why would you want to change this scale?

Could it be that your marketing team dedicated to customer insights and analytics is using a different scale (0 to 5, 1 to 7, A to F) and is asking for uniformity?

Changing the scale of the Net Promoter Score would set back years of research and studies published by experts, regarding the *0 to 10* scale.

Any collected data and insight would be rendered meaningless. So do use the 0-to-10 scale, it works.

Can we change the title of the question?

As long as it makes sense and is consistent with the rest of you can choose to operate some minor changes on some of the words in this leading question

For example: *“Based on your recent visit to our website, how likely are you to recommend Paypal to a friend or colleague?”*

SEGMENTING RESPONDENTS

With the score assigned to your company by your customers, you should be able to segment their responses into 3 categories:

Promoters:

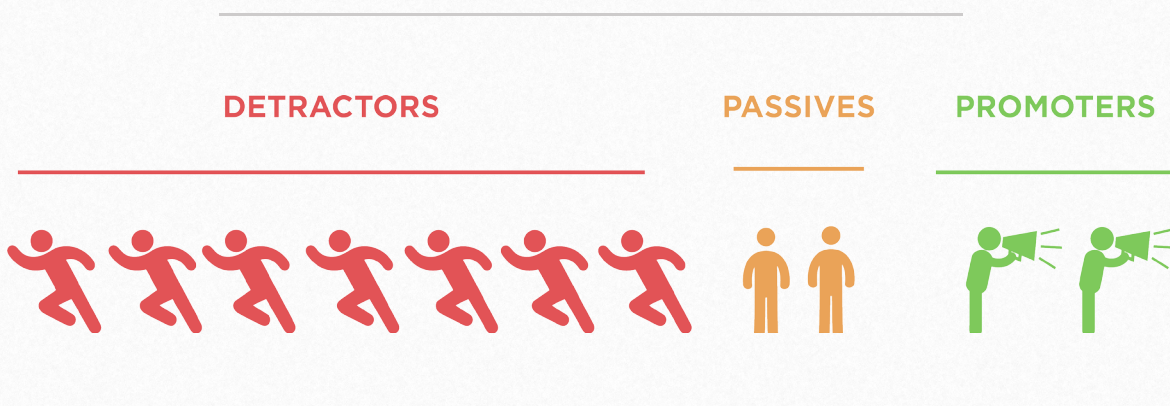
Respondents give you a score of 9 or 10. They are loyal and enthusiasts towards your brand. They're buying your products & services and recommend you more often than most. This type of customer promotes your company and allows it to grow.

Neutrals (or Passive):

Respondents give you a score of 7 or 8. They're satisfied by your offering without being too enthusiastic about your company. They are vulnerable to discounts and offers from your competitors.

Detractors:

Respondents give you a score ranging from 0 to 6. They are dissatisfied, and can hurt your company. They can affect your business growth through their negative word-of-mouth.



WAYS TO CALCULATE YOUR NPS SCORE

$$\text{NPS} = \% \text{ PROMOTERS} - \% \text{ DETRACTORS}$$

Example :

Out of 100 customers, if there are 46 promoters, 24 neutrals, and 30 detractors, the NPS is 16. (46 - 30 = 16)

To calculate your Net Promoter Score, all you need to do is deduct the percentage of detractors from the percentage of promoters. Neutrals are not taken into account.

You then get a score ranging from -100 (*in this scenario, all your customers are detractors*) to 100 (*here all your customers are promoters*)

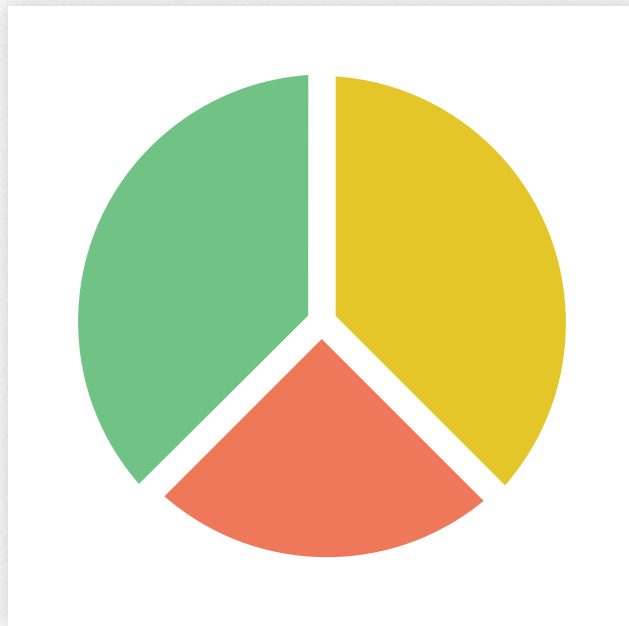
Note: When using a platform like [MyFeelBack](#), NPS is automatically calculated for you, and your customers are automatically ranked based on their category (*promoters, neutrals, detractors*).

WHAT'S A GOOD NPS SCORE?

In theory, an NPS score equal or higher than 0 is good.

You will need to start worrying if your score is negative, which can happen if the number of detractors is higher than the number of promoters. In that case, it can be difficult for your company to develop a sustainable growth without a serious strategy to improve your services and offering.

Generally, a good NPS score will start around 50. With that in mind, you should always try to compare your score with some of your competitors, to get a more precise idea of how other actors in your industry are faring against your own business. However, no matter what *their* score turns out to be, you should always strive to improve your NPS score and lead the market in your own industry.



BENCHMARKING YOUR NPS SCORE

In France, it can be hard, not to say impossible, to know your competitors' NPS score.

However, you can use American benchmarking platforms to understand the leaders in your market.

[NPS Benchmarks](#) is amongst the only ones offering a free tool. You can also look at [Satmetrix](#) and [Temkin Group](#), which are offering a paid service, depending on the industry your company is based in.

The screenshot shows the NPS Benchmarks website. At the top left is the logo "NPS® BENCHMARKS". To the right, it says "1.7K SHARES" and has social media icons for LinkedIn, Facebook, and Twitter, along with a "+ More" button. Below the logo is a search bar titled "Search Net Promoter benchmarks" with the instruction "Find a Net Promoter Score by company, tag or industry." and a text input field. To the right of the search bar is a section titled "2016 NPS® Benchmarks Survey Report" featuring a book cover for "The Annual Survey 16 Part 1" and a green button that says "Download Your Free Copy". Further right is a section titled "Stay ahead with fresh Net Promoter® updates" which lists benefits: "What's happening in the Net Promoter industry", "Net Promoter best practices", and "Recently added Net Promoter Scores". Below this is an "E-mail address*" field and a green button that says "Keep me up-to-date!".

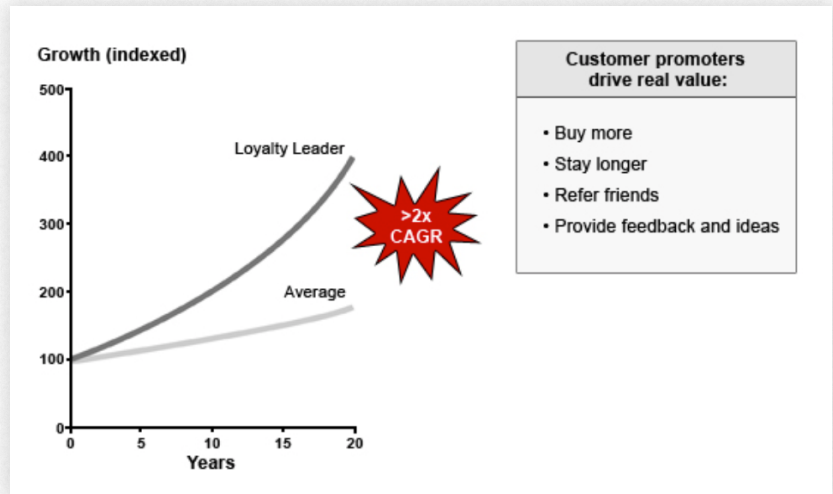
The screenshot shows the Temkin Group website. The header includes the logo "TEMKIN GROUP" and navigation links: "ABOUT US", "RESEARCH", "CONSULTING", "TRAINING", "SPEAKING", "CONTACT US", and "CX MATTERS BLOG". The main content area is titled "RESEARCH" and includes a sub-header "BEST PRACTICES, ASSESSMENTS, BENCHMARKS & ROI". There are several articles listed, including "Net Promoter Score Benchmark Study, 2015" and "Epidemic of Emotionless Experience Design". A sidebar on the right contains a "SIGN UP" button and a "Customer Experience Matters® Blog" section.

The screenshot shows the Satmetrix website. The header includes the logo "Net Promoter Network" and navigation links: "WHY NET PROMOTER", "COMMUNITY", "BENCHMARKS", "ACADEMY", and "SOFTWARE". The main content area is titled "Satmetrix 2016 B2C NPS Benchmarks" and includes a "Filter, Explore, Compete" section with a sub-header "Our 2016 B2C NPS Benchmarks offer up all the great data you've come to expect, now with the added benefit of interactive access. Click to filter data just how you like it." Below this is a data visualization showing "NPS Distribution" with a bar chart and a "Group by" dropdown menu. To the right is a section titled "Unlock Interactive Insights" with a "Get 2016 Reports" button and a "Premium Members Get Full Benchmark Access" section. At the bottom, there are links for "Explore 23 B2C Benchmark Reports" and "AIRLINES" and "AUTO INSURANCE".

ECONOMIC IMPACT

One of the findings from Frederick Reichheld is that there is a correlation between Net Promoter Score and a company's growth.

For most companies, NPS has an impact on business growth, ranging between 20% to 60%. On average, the company that has the best NPS in their industry has a yearly growth rate about twice as high as their competitors.



This is especially impactful in cases where:

- ✓ There are enough companies in the market, offering a lot of choice to the customers.
- ✓ There is a small network effect, allowing customers to change to a different product or offer easily.
- ✓ The industry in which the company is evolving is deemed mature, and in which case the use of these products/services is already widespread.

In a study from Temkin, it was shown that a promoter is more likely to accept a company's apologies up to six times more, buy up to five times more, and recommend the company two times more compared to a detractor.

Keep in mind that while Net Promoter Score is one important growth factor for your company, it is far from the only factor to consider. It is however a solid indicator of long-term growth.

DESPITE A HIGH VOLUME OF PROMOTERS, MY SALES ARE STILL LOW AND HAVEN'T INCREASED. WHY?

Now that you know your score and how your different customers are categorised, you may be happy to see a high number of promoters.

However, you should always check *where* your sales are coming from, and which category of customers is generating the most revenue for your company — you could be surprised!

If your key sales are coming from your promoters, then, everything is under control. But what can you do if you notice that their loyalty doesn't lead to higher revenue and that you generate a low volume of sales despite having a high number of promoters?

It is possible that your promoters are only interested in the *cheapest*, and *most basic* offers and are very happy about it.

Your detractors, on the other hand, may have chosen your more expensive solutions and may not be satisfied with the results.

If you notice that the majority of your sales are occurring outside of the promoters category:

- ✓ You need to hone in on the benefits outlined by your most loyal customers.
 - ✓ Try to offer a different product or solution to your promoters.
 - ✓ Rethink your pricing strategy in order to make it more in line with the overall experience your company is offering.
-

PROS & CONS OF USING NPS

Just like a company, a brand, or a product, Net Promoter Score also has its own promoters and detractors. Here's a list of Pros and Cons of using NPS.

PROS

A standardized question, allowing for a comparative analysis

Using NPS allows companies to quantify *quality*. It's a great and simple way to understand your relationships with your customers, employees, or with your market.

In its own way, NPS is one of the best ways to measure customer relations, because it is both easy to manage and easy to share with the stakeholders within your company. Once you have an accurate measurement, it is easy to evaluate the changes over time, or against competitors in your market.

How about not following my competition? Wouldn't it be better to forget about them and get on my own path?

Technically, yes: a high Net Promoter Score is good for your company, but it leaves an important factor into account.

Let's say that your NPS is 22. You could start panicking and put everything in place to improve your customer service. However, if you have a line in the sand showing you where your competition is at, with an NPS of 2, you have more room to breathe to improve your customer service, as well as more resources to dedicate to new products or markets. In this specific case, your resources could be better spent on R&D, for example.

The bottom line is that having an idea of *where* your competition stands is a great way to determine how to spend your resources within your company.

AN EVOLVING SYSTEM

Another element making NPS very efficient is its *scalability*.

Whether you're a small family business or a transnational firm spread across 3 continents, you can use NPS. You can use it within one department inside your company, or for the whole company at large, on one specific product, or on a marketing campaign. The question can be used in many different cases, no matter how big or how small the scope you'd like to focus on.

There is nothing magical or mathematical about it: using NPS boils down to simple logic and to trying to measure the loyalty of your company, or the popularity of your latest offering with your customers. At the end of the day, the success of a company is closely related to its relationships with its employees and its customers, no matter what the size of the company, its location, or its revenue are.

Perhaps the most interesting part of this simple measurement is how easy it is to share across your organization. It's a powerful concept that other team members can understand instinctively. NPS allows your team to share a familiar concept, allowing your whole team to align themselves against new goals to reach.

NPS is a score on which you can focus if you have a lot of responsibilities and decisions to make. It allows you to go deeper than simply categorising customers between promoters, neutrals and detractors.

CONS

NPS can deliver the same score in different situations.

The leading question you ask customers to get your NPS score is simple. But so is the way in which you calculate your NPS itself.

Companies calculate their NPS by subtracting the percentage of detractors to the percentage of promoters.

$$\text{NPS} = \% \text{ PROMOTERS} - \% \text{ DETRACTORS}$$

However, confusion can occur when different scenarios lead to the same NPS score.

For example :

“

Why have you given us this score?

—

Both companies have an NPS score of 20, however in order to improve, they will need to follow completely different strategies, in order to grow their customer support efforts.

By itself, an NPS score isn't enough to give a good overview of the actions required to increase your experience and delight your customers.

By itself, Net Promoter Score can lack context or details

The “*NPS question*” can give 11 different answers possible. This grading scale puts a customer inside one of three groups. However most companies measuring their NPS do not understand how to categorise these three groups.

This is especially important when it comes to analyzing the detractors group:

“

Are customers who gave your products a grade of 0 behaving in the same way as those who gave your offering a 6?

—

Do you need to set up a specific strategy to handle your detractors?

Is there a sub-group, within your detractors, that is more likely to complain publicly, online, and influence others with their negative word-of-mouth?

Nowadays, customers are ready to be more loyal towards a brand that is competitive and compelling from a customer experience perspective. Thus, answering the questions above becomes essential. By itself, your NPS score is not enough to answer them.

The NPS Question isn't always Relevant

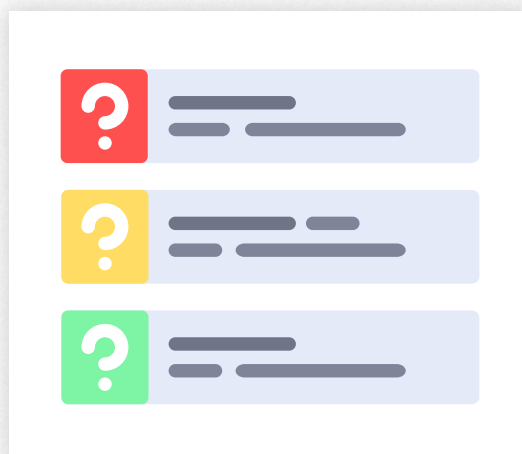
Even Frederick Reichheld, who created Net Promoter Score, says so. The question related to “*recommending the company/product/service*” can’t apply to every single industry, product, market or situation.

For example, the “NPS question” is not applicable when a company is in a situation of monopoly, or when their customers only have a limited choice of brands to choose from.

Another recurring issue comes from the concept behind NPS itself: a scale ranging from 0 to 10 doesn’t always have the same meaning depending on local cultures in which the company comes from. This can happen frequently when working on behalf of a transnational firm, where some things can get lost in translation.

Is this enough of a reason to stop using NPS altogether, though?
Not really.

This question still allows you to evaluate the satisfaction of your customers and the perceived value that they get out of your offering. This, despite the fact that NPS can sometimes be a less precise way to indicate whether a customer is interested in buying from you again.



TIPS FOR A BETTER NPS

Some people assume that one single question is enough, when trying to measure their NPS. Companies need to understand that one question isn't enough. So let's have a look at how to improve an NPS survey.

What's the goal of your NPS ?

Whenever you create a new plan or strategy, you need to set up some clear goals to focus on as the work begins. Building a 4x4 car or a go-kart are two different things, and require different goals throughout their conceptions.

The same can be said about questionnaires. If you start with the wrong goal in mind, your go-kart will have enough seats for 6 people and won't be able to reach a top speed over 4 miles per hour.

Lacking clear goals can lead to poor surveys that do not encourage your customers to respond. With that in mind, what are some goals to help you create the best NPS questionnaire possible?

Keep it short

A short questionnaire helps you get a high response rate, and can also limit a certain fatigue amongst your customers, especially if you communicate with them frequently. This is especially useful if you tend to share surveys with them after each purchase.

Keep it consistent

There are many ways to render an NPS questionnaire obsolete. In order to reduce these factors, you need to ensure that your questionnaire is consistent with the experience you're offering to your customers, whether during an interaction, or after a transaction.

You need to resist the urge to constantly reorganise the questionnaire, add more questions, or rewrite them.

Make it easy to identify the leading factor

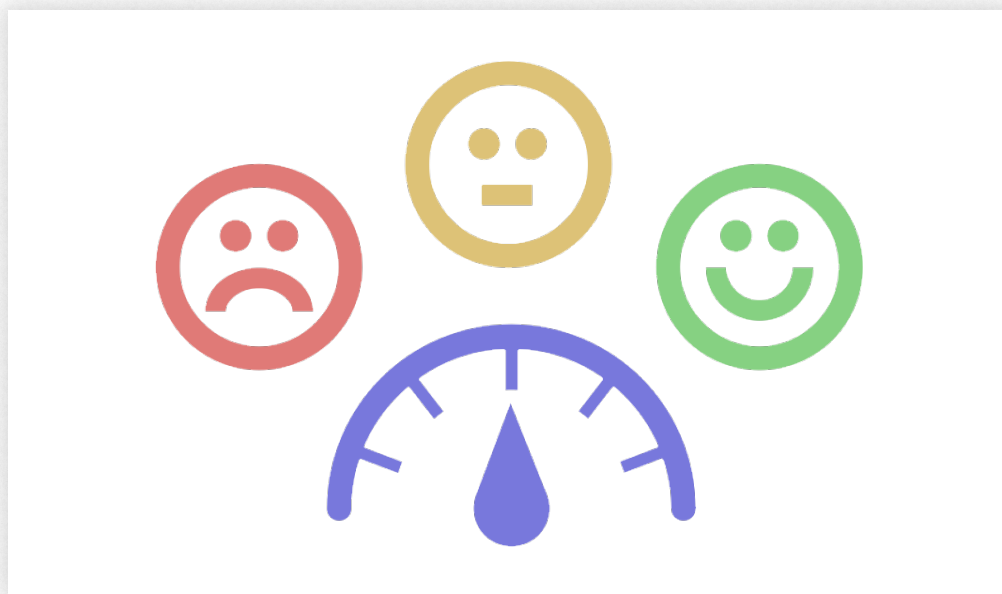
Asking a single question in your NPS questionnaires can be a huge waste of time, unless:

- ✓ You are already working with a large data set regarding the behavior of your customers.
- ✓ You already use additional tools to analyse this data and gather the right insights from it.

Most organisations will need to add some more questions to their surveys in order to understand what motivated customers to assign them this grade ranging from 0 to 10.

Understanding how to improve

Once you understand what leads to the NPS score assigned to you by your customers, you also need to understand how to improve.



COLLECTING NPS DATA

Once the NPS survey is setup, the next logical step is to collect the score and data from your customers. It's as simple as that.

There's no need to know whether the customer wants to buy your latest product or whether they follow you on Instagram. These questions are not relevant when you're looking to improve the customer experience and do not belong in your NPS survey.

However, now that you have a set of goals, the rest of the process should be fairly easy.

Question related to your Net Promoter Score.

Starting with the question about "recommending your company" is a great idea. It's even considered "best-practice" to do so.

The most efficient way is to use this question like so:

"What is the probability that you would recommend [company] to a friend or colleague? (0 = 'very unlikely', 10 = 'very likely')."

Asking a qualitative question directly after the NPS question

Asking a qualitative question is a basic element related to your NPS survey: it can give you some additional and important clues as to where you can improve on your customer experience.

This can often take the form of an open-question. If your questionnaire was created correctly, you should get a response rate ranging from 40% to 60% on this question alone.

Example :

“

Why have you given us this score?

—

There are nuances that you can introduce, such as changing this question depending on the score attributed by your respondent.

Example :

“

How can we improve?

What do you like the most about our product?

—

This isn't mandatory, however it helps to get into more details, rather than keep a generic question.

Identify the leading factor

Now that you know your NPS score and have an idea of how to improve your customer experience, you need to identify the leading factor responsible for your NPS score.

There are four ways to execute on this last part. Learn more about it in the pages that follow.

LABELLING OPEN QUESTIONS PROPERLY

The first generic method used to analyse a leading factor is to label each response to the open-question mentioned in the previous section, and break it down into several categories. There are several ways to go about this:

Labelling Manually

If you are working with less than 200 responses or so, you can easily label your responses manually. It's a good way to get organised if there's only one person in charge of the labelling, and/or if you keep it to 10-20 different labels.

This is obviously very subjective, which is why you need to have the same person in charge of labelling these responses. Unfortunately, this task can get redundant very fast.

At 200 responses or more, you should try and use a different method: an automated labelling, or labelling according to your respondent's feedback.

Labelling automatically

Machines and automated systems can go a long way in terms of assisting the responses from the open-questions asked to your customers. Nowadays, companies can choose among many competitors to analyse the text and automatically label it.

However, these advanced analytical tools may not be as precise and detailed as you need them to. They often require some training, both for you to use the system, and for the system to learn from your customers and their responses. They can also be costly solutions, despite being very practical and useful when it comes to analysing a large volume of customer responses.

Labelling according to the respondent

This last labelling method requires some input from your responding customer. Obviously, you should rename this field in your survey and avoid using “*label*”, even though this is what they’re going to do, on your behalf.

To do so, make sure to add another “checklist” type of question to allow your customer to share what their biggest hurdle was, when dealing with your company/product/offering.

This is a great way to get some help from your customers, while avoiding a costly automated solution, like we’ve mentioned in the previous section: by definition, a customer won’t be able to make a mistake labelling their own data.

Questions related to an attribute

There is an alternative solution to labelling the responses you receive from your customers: offering a series of questions related to different attributes of your product/service.

For example:

“

How reactive would you say our company has been? On a scale of 1 to 10, with 1 being ‘not reactive at all’ and 10 being ‘very reactive’

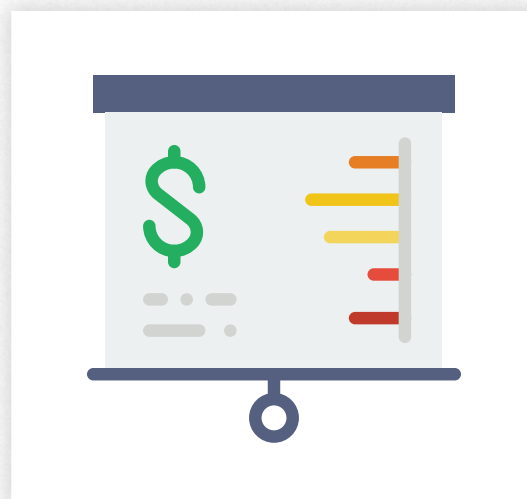
Using these types of scales, you should be able to determine attributes that matter to your respondents, helping you understand where you can improve on your customer experience.

Questions related to an attribute

This is a different approach that remains clear and simple to set up, however you need to know the complete list of attributes to be rated, ahead of time.

Another problem related to this approach : your survey can get considerably longer (*whereas the goals of an NPS survey should be to keep it concise and to-the-point.*) However, by targeting the right attributes, this solution can work very well and drive some very insightful results. All you need to do is avoid putting every single attribute you can think of, inside of this questionnaire.

Gathering responses to these attributes-based questions can make it easier to identify the pain points of your customers: unlike purely statistical analysis, using these attributes helps you understand clearly and at a glance which areas you need to improve upon.



SUMMING UP A PERFECT NPS SURVEY

Each NPS *survey needs* to answer to a certain set of goals. An optimal survey requires:

- ✓ To be short
- ✓ To be consistent
- ✓ To allow the identification of a leading factor
- ✓ To give you an understanding of how you can improve
- ✓ To obtain your NPS score

Let's give a quick overview of the different possible matches for an NPS survey, and the context in which they're best put to use:

NPS Question + Open Field Question + Manual Labelling

Best suited for companies with a low volume of customer feedback and responses.

NPS Question + Open Field Question + Automated Labelling

Best suited for bigger B2C and B2B companies with a high volume of responses and enough technical resources to afford an automated text analysis.

NPS Question + Open Field Question + Customer-based Labelling

Suited to any company collecting several hundred responses. Customer-based labelling systems are simple to setup and organise. It doesn't require any specific technical skills.

NPS Question + Open Field Question + Attribute-based Question

Once again, adapted to companies of all sizes. Statistical analysis is relatively easy, which makes this format fairly accessible.

LEVERAGING YOUR NPS SCORE

Improving your Net Promoter Score starts by outlining a marketing strategy to undertake, according to the segment to which your respondents belong. You need to outline the next key steps and actions to reach out to your Detractors and Promoters accurately.

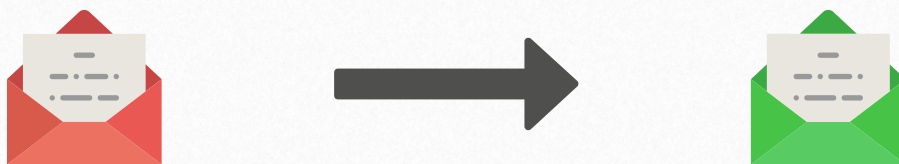
DETRACTORS

Your detractors have the power to become vocal opponents to your products, your company, and the values you stand for. In order to avoid negative word of mouth, you need to tailor your approach and reach out to them directly, with highly-targeted marketing campaigns.

For example, you could try to target your detractors based on the grade they gave to your company/product. We recommend that you carefully listen to your detractors, but also, and more importantly, that you show your intent to improve, and that their feedback is valued.

Here's a simple piece of advice:

Make sure to listen to your detractors and show them that their satisfaction matters to you. You need to give them a lot of attention to try and understand the cause of their grief, but also to reassure them that you're doing your best to improve. This is key to a higher NPS score in the future.



Example of an email to send to a detractor:



Hi [First name],

Thanks a lot for sharing your thoughts after your recent visit to our website.

Looking at the survey you've completed, it looks like you're not quite happy about our services. We're very sorry to hear this and hope that this email can add more information to answer any doubts you may have about us or our offering.

Are You DISSATISFIED with our prices?

We regularly conduct competitive analysis to price our products according to the market. If you find a better price elsewhere, we invite you to let us know so we can review the situation.

Do you find our Shipping delays Too Long?

On average, shipping takes about 3 days, as noted on the product specifications. Some products can take 48h to be shipped, as shown by a pictogram on the product page.

How can you return your product, if you're unhappy about it?

After you receive your product, you have 14 days to send your product back, no matter the reason. All you need to do is create a request via our Customer Service team on our website. You can send your product back from your nearest point of delivery. Once we receive the product you've sent back, we'll refund you within 10 days.

*Faithfully yours,
The Customer Service team*

—

PROMOTERS

Your promoters can be a gold mine of information and even lead to new business opportunities for your company. However to leverage their power, you need to give them an incentive to share their experience. A great way to do so is through referral links that give them and the person they refer a discount. In any case, you need to take good care of your promoters as they are likely to help you improve your NPS dramatically.

Example of an email to send to your promoters:

“

Hi [**First name**],

Thanks a lot for sharing your feedback with us!

You've mentioned that you could recommend our brand to your friends — we're really happy to hear this and would like to thank you!

Did you know that you can earn \$10 for each friend signing up after you?

As soon as a friend of yours signs up with your code, you both get \$10 off your next purchase, a discount that is available for one year.

[Call-To-Action - Referral Link to Invite Friends]

Do not hesitate to share our website with your friends via Twitter and Facebook!

*Best Regards,
Team XXX*

—

MORE TIPS TO IMPROVE YOUR NPS SCORE

Improving your Net Promoter Score starts with improving your customer experience.

But an unforgettable customer experience doesn't come out of thin air. It takes a lot of work and preparation to understand and optimise the way in which your customers interact with your brand. There is no one way to improve what we sometimes refer to as "CX" (*customer experience*).

Customer Experience is a factor of differentiation that will be hard to copy by your competitors: it relates to the unique interactions between your brand and your customers, as well as your company culture, as opposed to a simple product feature.

The opportunity to delight your customers lies at the crossroads of your customers, your brand, and your company's culture, ethos, and values.

In order to help you go even further, here are 20 tips to help you get started or go beyond your existing efforts — a sure way to get ahead of your competitors:

ALWAYS STRIVE TO IMPROVE

If you've put the time and efforts to create a great experience for *them*, and improve the level of service at each interaction you have with them, your customers *will* notice. You are bound to feel the results through increased loyalty and engagement from your customers.

proactively anticipating their needs and be ready to deliver a great experience to them.

ANTICIPATE THE NEEDS OF YOUR CUSTOMERS

At this point, you probably have access to some of your customers' data about how they interact with your brand, and where they're located. You must use this data to try and better understand them, proactively anticipating their needs and be ready to deliver a great experience to them.

GO BEYOND THEIR EXPECTATIONS

Of course, this requires a strong knowledge of what your customers expect from you, first and foremost. However, even a small attention to their situation or details you've noticed about their purchasing habits can enhance their experience and put a smile on their faces.

BE CONSISTENT ACROSS ALL CHANNELS

Nowadays, customers *expect* a great and consistent experience, no matter what channel they use to get in touch with you. When the experience they go through is not streamlined, customers can be disappointed in your brand because you simply didn't live up to their expectations.

By working on a more streamlined experience across your organisation, the experience you provide across multiple channels will be more consistent to your own customers.

ENSURE THAT YOUR CUSTOMERS KNOW ABOUT THE VALUE PROVIDED BY YOUR PRODUCTS

Make a habit of asking yourself why your customers are buying your products rather than your competitors'. What makes your product truly unique? What do they value? What problems does your product fix for them? What goals are you trying to reach by offering this product or service?

FOCUS ON INCREASING LOYALTY AND REMOVE DISSATISFACTION

Although no link has been established between customer loyalty and customer satisfaction yet, the fact remains that you simply can't generate more loyalty if your existing customers are dissatisfied with your brand or product offering. As such, you should strive to identify and get rid of any level of dissatisfaction coming from your customers.

Try to understand what their pain points are, and try to get rid of them as soon as you can. In addition, don't forget to identify some key indicators of your customers' dissatisfaction, to help you locate these pain points.

Be empathetic towards your customers

Simply put, show your customers that you value their business, that you understand them and their needs, beyond a simple marketing-segmentation. Your attitude towards your client is key towards getting them to understand how much they matter to you.

GIVE YOUR EMPLOYEES THE TOOLS REQUIRED TO DO THEIR BEST WORK

Happy employees lead to happy customers. If you treat your colleagues well, and create a company culture where you all work as a team, chances are that your customers will be better taken care of. Give your coworkers the tools they need to do their best work. From there, you should notice your team-members' (and customers') engagement level, reach an all-time high.

FOCUS ON YOUR CUSTOMERS' MOST IMPORTANT EXPERIENCES & INTERACTIONS.

Your customers have had numerous interactions and experiences through their purchasing journey. By focusing on improving on the ones that they value the most, you should be able to prioritise where and how to best allocate your resources.

UNDERSTAND YOUR CUSTOMERS' BIGGEST PROBLEMS

Using modern analytics tools, such as smart surveys, social media, call centers, and the customer knowledge that your employees have on your customers, it's easier than ever to understand what are the biggest problems that they experience. It's up to you to create a list of the top 10 problems and work towards resolving them on behalf of your customers.

HELP YOUR CUSTOMERS REACH THEIR GOALS

Too many companies are trying to harass their customers through near-constant communication about their new products, services, affiliate programs, and email newsletters. This is a mistake: ideally, companies should try and reach out to their customers within a specific context— by focusing on their needs and creating experiences based on what they're trying to accomplish.

IF YOU'RE NOT GOOD ENOUGH, ACKNOWLEDGE IT AND APOLOGISE TO YOUR CUSTOMERS

Companies are powered by people, and people make mistakes. Customers can occasionally get angry and an apology will rarely be enough for the most dissatisfied of customers. However if you show your customers that you are being honest, and try to make up for it, taking concrete steps to resolve the situation, you can often get back in their good graces: your efforts will be noticed and appreciated no matter what.

LISTEN TO YOUR CUSTOMERS

Tools to capture the voice of your customers have become incredibly important to modern brands. You should try to integrate these tools and connect them with your CRM platform, in order to really listen and learn as much information as you can about your customers, who they are, and how they interact with your company and products.

LISTEN TO YOUR EMPLOYEES

There is no surprise there: highly engaged employees are more likely to work their best to satisfy your customers. Listening to your employees thus becomes an important key to understand how your customers are doing, and how you can improve the experience for everyone, employees and customers alike.

DON'T FOCUS ON STATISTICS, FOCUS ON ACTIONABLE STEPS

A lot of companies tend to set up a unique indicator of their success or growth. It's often an NPS, or CES and other related indicators of customer satisfaction. These measurements however fail to answer the most important question related to your business: *"How to grow and improve?"*

However, understanding your customers' motivation, loyalty, engagement, and purchasing habits is the best way to link your commercial success with the efforts needed to grow and improve.

ACT FAST

Every customer wants a fast solution, no matter what the question they're asking or problem they're facing. Your speed of execution, when it comes to handling their requests, gives the customers an idea of how important they are to you, and how valued they really are.

In that instance, something as simple as an acknowledgement that someone is taking of their request, goes a long way.

BE EMPATHETIC TOWARDS YOUR CUSTOMERS

Simply put, show your customers that you value their business, that you understand them and their needs, beyond a simple marketing-segmentation. Your attitude towards your client is key towards getting them to understand how much they matter to you.

SHARE BEST PRACTICES WITH OTHER INTERNAL DEPARTMENTS

Identifying, organising and sharing your best practises internally with other departments is a great way to contribute to the growth of your organisation. By identifying the challenges and solutions set up by your own team, and sharing those results, you can help entire departments within your company who may not have gone through these problems just yet. It will make it much easier and faster for them to go through the same obstacles if they already have a blueprint.

KEEP THINGS SIMPLE

Striving for experiences, communication, products and services that are all easier to understand is great. However it doesn't necessarily help solve your customers' problems better. Ideally, you should strive to solve your customers' problems and help them reach their goals: after all this is why they're paying you.

The idea of making things simpler should be applied to any other system or workflow set up internally within your company to improve the overall customer experience.

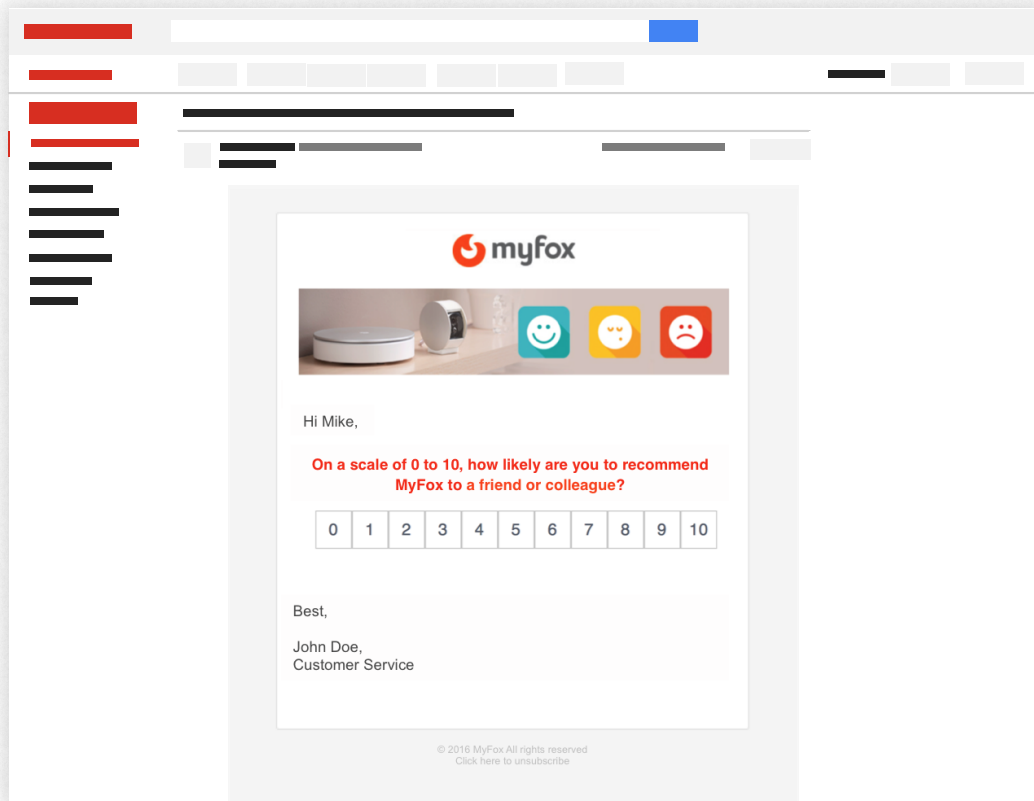
TEACH YOUR CUSTOMERS

Helping customers understand how your offering work can turn an average customer into a promoter, simply by giving them the required knowledge to maximise the use of your products. In a similar way, try teaching them about the immediate benefits they can get from using what you have to offer, and you're likely to improve the relationship they have with your brand as a result.

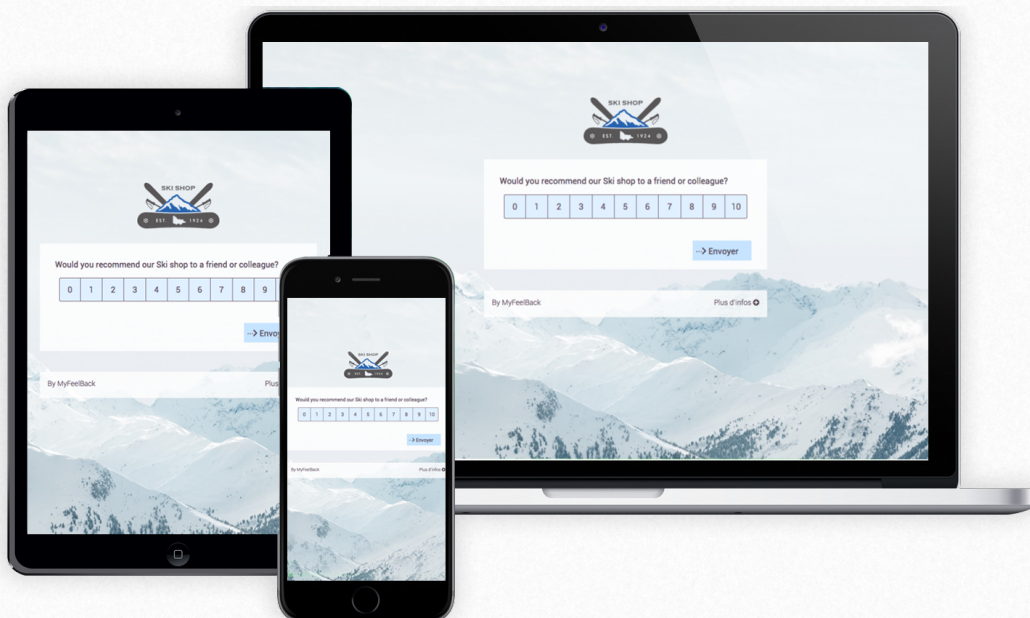
THINK 360 DEGREE (and focus on mobile)

Now more than ever, your customers require more from you: a higher quality of service, a better relationship, and having access to your company no matter what device they're using. Don't discard a good 360 degree strategy: this is far from a trend and more of a shift in how customers interact with brands in the 21st century. Being able to reach customers on the device and platform they use to contact you should be a priority.

USING MYFEELBACK TO SET UP YOUR NPS SCORE



Preview of an NPS survey directly integrated inside an email campaign.



Preview of an NPS survey on a desktop, tablet and smartphone.

CONCLUSION

Even though NPS has its own promoters & detractors, the most important thing to take away is that, now more than ever, customers have the power to express their opinions on your brand and influence other potential customers by either advocating for your brand, or, on the other hand, scare potential customers away.

Net Promoter Score is essentially a way to measure the loyalty of your customers and is used successfully by many companies looking to learn more about their customer experience and satisfaction rate.

I think we can all agree that every brand requires loyal customers. And whether your company uses NPS or another similar indicator, we all need to work toward the same objective — finding what works best and always strive to improve the experience of our customers.

DISCOVER MYFEELBACK NOW

MyFeelBack is a SaaS software for collecting customer feedback via ultra-targeted smart surveys. We collect, analyze and extract insights from customer feedback in real-time and on all your media.

Quick ROI # Minimum technical effort # Users autonomy

TURN **CUSTOMER FEEDBACK** INTO BUSINESS OPPORTUNITIES

Target audience and ask the right question at the right moment in the customer journey

Drive daily operations using actionable insights from collected answers

Extract valuable insights from feedback to trigger personalized marketing actions

Continuously enrich customer knowledge (CRM database, DMP, contact lists...)

REQUEST YOUR FREE DEMO

ADVISED READING

- ✓ The One Number You Need To Grow, Fred Reichheld, 2012
- ✓ The Ultimate Question 2.0, Fred Reichheld et Rob Markey, 2011
- ✓ Answering the Ultimate Question, Richard Owen et Laura L. Brooks, 2008
- ✓ Increasing Customer Loyalty, Harvard Business Review, 2013
- ✓ What Great Service Leaders Know and Do, James L. Heskett & W. Earl Sasser, 2015
- ✓ Strategic Customer Service, John A. Goodman, 2009
- ✓ The Value Profit Chain, James L. Heskett et W. Earl Sasser, 2010
- ✓ Outside in, Harley Manning et Kerry Bodine, 2012

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