

# SATMETRIX AND NET PROMOTER

Net Promoter® is both a loyalty metric and a discipline for using customer feedback to fuel profitable growth in your business. Developed by Satmetrix,® Bain & Company, and Fred Reichheld, the concept has been embraced by leading companies worldwide as the standard for measuring and improving customer loyalty.

**Net Promoter Score** is a straightforward metric that holds companies and employees accountable for how they treat customers. It has gained popularity thanks to its simplicity and its linkage to profitable growth. Employees at all levels of the organization understand it, opening the door to customer-centric change and improved performance.

Net Promoter Score (NPS®) is based on the fundamental perspective that your customers can be divided into three categories: Promoters, Passives, and Detractors. By asking one simple question — How likely is it that you would recommend [Company X] to a friend or colleague? — you can track these groups and get a clear measure of your company's performance through your customers' eyes. Customers respond on a 0-to-10 point rating scale. To calculate your Net Promoter Score, take the percentage of customers who are Promoters and subtract the percentage who are Detractors.

**Net Promoter Score** categorizes your customers into three categories based on their willingness to recommend your brand:

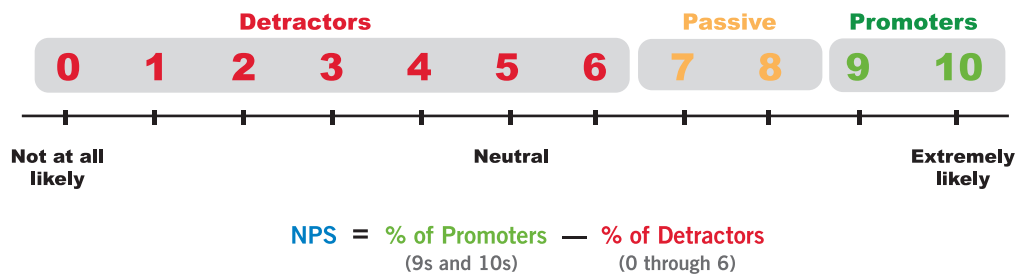
**Promoters (score 9-10)** are loyal customers who keep buying more and refer others.

**Passives (score 7-8)** are satisfied but unenthusiastic and vulnerable to competition.

**Detractors (score 0-6)** are unhappy, impede growth, and damage your brand through negative word of mouth.

To calculate your Net Promoter Score, take the percentage of customers who are Promoters and subtract the percentage who are Detractors.

## How likely are you to recommend to a colleague or friend?



## Net Promoter: Driving More than Just the Customer Experience

Customer experience has never been more influential than it is today. Net Promoter has become the standard for helping organizations understand how customer experience impacts loyalty and the vital role it plays in achieving business results and driving growth.

Social media and the Web have elevated the power of word of mouth. With the click of a mouse customers can broadcast their experience with your brand. It's important to know how you measure up in the eyes of your customers, but it's even more important to understand what drives their loyalty and what you can do to improve the customer experience. Calculating your Net Promoter Score is an important first step, but what's really important is what you do to improve your score.

## The Discipline

Our initial goal when developing the Net Promoter Score was to identify a loyalty metric with the strongest linkage to financial growth. Net Promoter IS that metric, but in the years since its development, we've come to understand there is much more to Net Promoter than just the score.

The reality is that Net Promoter is both a loyalty metric AND organizational discipline. However, simply measuring your score does not lead to success — it's the actions your organization takes to improve the score that generates results. For the greatest chance of success, you need to follow an associated discipline to actually drive improvements throughout your organization, create more loyal customers, and drive growth.

**The World's Most  
Customer-Centric Companies  
Rely on Satmetrix.**

Satmetrix technology, complemented by unparalleled expertise, is preferred by global leaders to accelerate the success of very complex customer experience programs.



**SONY**

**ING** 

**tw telecom**

**Experian™**  
A world of insight

**MCKESSON**  
Empowering Healthcare

## Framework for Net Promoter Success

In our experience, real breakthroughs in customer experience and company performance occur only when Net Promoter is woven into the fabric of your business. This means grounding your Net Promoter efforts in an operational model that engages your entire organization in improving customer relationships.

## Satmetrix Technology Strengthens your Net Promoter Program

To support a successful program, you need leadership commitment from the top, the right business processes, and technology infrastructure from Satmetrix to effectively capture your customers' feedback, help you identify actions to improve, and distribute relevant information to employees so they can follow up with customers. Our customer experience management software, Satmetrix Xperience,™ combined with our best-in-class professional services, packs a powerful one-two punch when it comes to harnessing the power of Net Promoter.

## Powerful Software Brings Customer Insights Front and Center

Satmetrix Xperience is a powerful software application that includes transactional, relationship, and ad hoc survey capabilities; flexible search; and easy-to-use, dynamic analytics and reporting. It's the only software that does this and more.

- **Delivers an aggregated view** of the voice of the customer across multiple touch points for a unified view of the customer experience. You can integrate with customer relationship management and financial data to see the impact that the customer experience has on business performance.
- **Enables immediate access** to actionable information in your employees' native workflow encouraging fast action. Through e-mail and Outlook integration, employees get real-time alerts about customer issues along with recommended actions so that problems can be resolved in a timely manner. PowerPoint integration provides a fast, scalable way to quickly create and distribute role-specific reports.
- **Accelerates success** through embedded tools that leverage our deep expertise in successfully executing complex customer experience programs. Our extensive library of best-practice questions helps you design an effective questionnaire for improved response rates to ensure actionable feedback.

Satmetrix Xperience is a standards-based, scalable, and secure software-as-a-service (SaaS) application, meaning there's no hardware or IT support required. The turnkey nature, speed of deployment, and cost-effective hosting make it a smart and stress-free investment. And we offer a continuum of education, implementation services, and best-practice consulting to support your efforts and expand your capacity for managing customer feedback, identifying trends, and spotting pitfalls and opportunities. We're the experts in delivering best-in-class customer experience programs.

### About Satmetrix

Satmetrix is the leading provider of successful customer experience management programs and the co-developer of Net Promoter. We offer a winning combination of software-as-a-service and best-practice consulting that delivers actionable customer feedback to drive growth, increase business agility, and amplify word of mouth. Satmetrix has a proven track record of accelerating the success of large-scale, integrated customer experience programs with more than 700 enterprise deployments in 40 languages. [www.satmetrix.com](http://www.satmetrix.com)

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