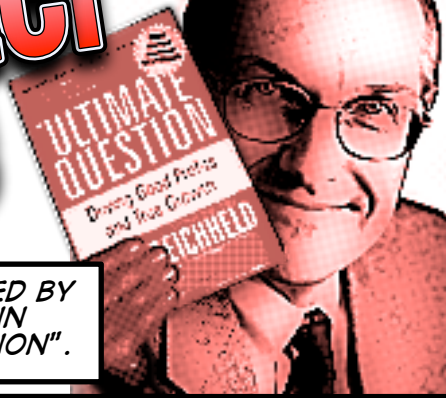


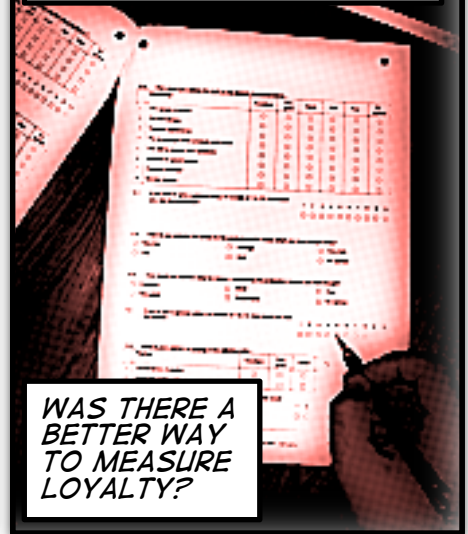
HOW THE ANSWER TO THE "ULTIMATE QUESTION" IS ONE NUMBER THAT CAN PREDICT A COMPANY'S GROWTH!

Net Promoter Score

NET PROMOTER® WAS DEVELOPED BY FRED REICHHELD, AND DETAILED IN HIS BOOK "THE ULTIMATE QUESTION".



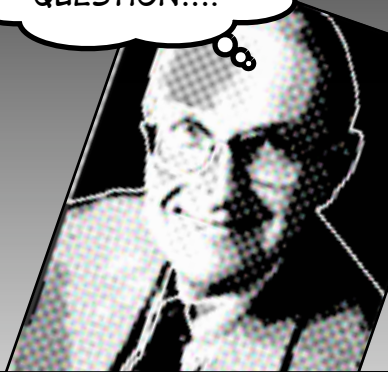
REICHHELD HAD FOUND LONG CUSTOMER SATISFACTION SURVEYS WERE NOT EFFECTIVE...



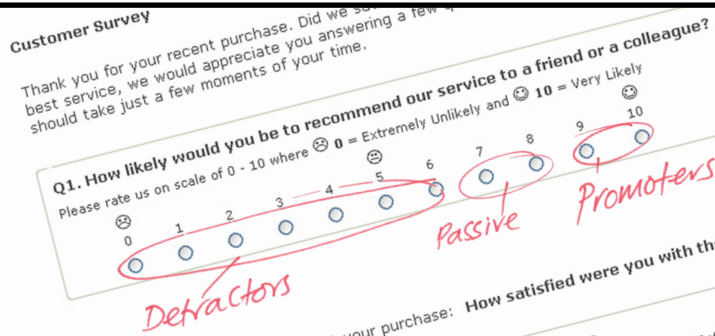
WAS THERE A BETTER WAY TO MEASURE LOYALTY?

HE FOUND A SIMPLE METHOD. IN ADDITION, HE SHOWED THE RESULT WAS STRONGLY LINKED TO GROWTH.

WHAT IF I ASKED JUST ONE SINGLE QUESTION...?



... "WOULD YOU RECOMMEND US TO A FRIEND OR A COLLEAGUE?"



REICHHELD SETTLED ON A 0-TO-10 SCALE. CUSTOMERS FALL INTO 3 CATEGORIES: PROMOTERS, PASSIVELY SATISFIED AND DETRACTORS



PROMOTERS...

... FORM LONG & PROFITABLE RELATIONSHIPS WITH YOUR COMPANY, ARE MORE INTERESTED IN NEW PRODUCTS, LESS PRICE SENSITIVE...



YOU SHOULD TRY THEM!

... TYPICALLY ENTHUSIASTIC - AND LIKELY RECOMMEND TO OTHERS.

PASSIVELY SATISFIED



THESE CUSTOMERS DON'T CARE ABOUT YOU. NEITHER STRONGLY LOYAL NOR DISLOYAL - THEY ARE NOT INCLUDED IN THE FINAL SCORE.

DETRACTORS...

DON'T EVER BUY ONE OF @#!#\$\$% THOSE!

!!!!



...FEEL THEY HAVE BEEN BADLY TREATED. MORE LIKELY TO DEFECT TO YOUR COMPETITON, DEMAND HIGHER DISCOUNTS, COMPLAIN MORE, AND BAD-MOUTH YOU TO OTHERS.

HOW TO MEASURE:



TELEPHONE OR EMAIL ALL CUSTOMERS. SEGMENT THEM LATER.

HERE'S THE MATH:
NET PROMOTER SCORE (NPS) = %PROMOTERS LESS %DETRACTORS.
EXAMPLE HERE IS 33.

Customers	229	-56%
Promoters	80	
Passives	97	-24%
Detractors	406	
NPS = Promoters - Detractors		
		56% - 24% = 33%

SCORE RANGE: -100 TO +100.

...AND THESE ARE THE TOP 3 CUSTOMER ISSUES THIS MONTH



PERFECT. LET'S PRIORITISE THESE STRAIGHTAWAY!

WHEN SEGMENTED, THE NPS SCORE SHOWS WHICH BUSINESS AREAS TO FOCUS ON. CUSTOMER COMMENTS ARE MOST VALUABLE!

MY TEAM IS GETTING BETTER AT CUSTOMER SERVICE



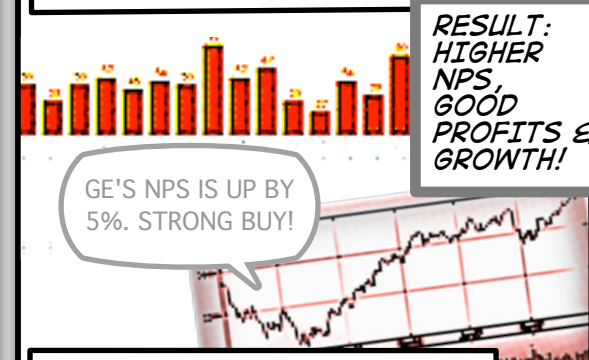
SOME FIRMS ARE MAKING NPS A FACTOR IN EMPLOYEE COMPENSATION.

WORLD CLASS COMPANIES HAVE NET PROMOTER SCORES OF 50 OR MORE. SOME, LIKE HARLEY DAVIDSON, AMAZON AND EBAY SCORE 70+.



THEY ALL LIVE BY THE GOLDEN RULE: "TREAT OTHERS AS YOU WANT TO BE TREATED"

NET PROMOTER SCORE IS MOST SUCCESSFUL AS A CONTINUOUS LEARNING TOOL, TRACKED OVER TIME.



GE'S NPS IS UP BY 5%. STRONG BUY!

RESULT: HIGHER NPS, GOOD PROFITS & GROWTH!

NPS IS BECOMING WIDELY ADOPTED - EVEN BY FINANCIAL ANALYSTS. PRETTY IMPRESSIVE FOR JUST ONE NUMBER!

WE HELP THE BIG COMPANIES LISTEN, MARKET & SELL DIRECTLY TO CONSUMERS

Directness

DIRECTNESS CAN HELP YOU MEASURE LOYALTY & IMPROVE YOUR SCORE. ITS "CUSTOMER-GAUGE" TOOL IS ALREADY USED BY MAJOR FIRMS. FIND OUT MORE: WWW.DIRECTNESS.NET