

9

Potential Pitfalls to Avoid with NPS



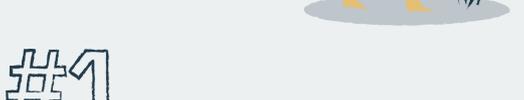
MORE THAN A DECADE AGO,

The concept of Net Promoter was invented to help business leaders gauge the loyalty of customer relationships. NPS has since evolved from a score to a management system, and has gained much-deserved popularity over the years.

Still, while many businesses start on the NPS journey, few of them progress from a primitive approach to one that is fully evolved and impacts customer loyalty.

IN A RECENT WEBINAR

NPS: Avoiding Pitfalls and Ensuring Success with Net Promoter, we discussed nine of the most common pitfalls of implementing and executing Net Promoter inside organizations.



#1

The Leadership Team Is Not Aligned and Not Committed.

It's trendy to say you focus on customer experience but often **'implementation' is a fuzzy realm** living in somebody else's responsibility.



#2

Metrics Are Not Reliable, Sufficient nor Trusted.

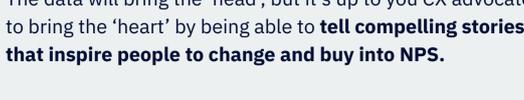
A whopping 88% of companies that are struggling to achieve success with their Net Promoter System do not have confidence in the reliability of their NPS data.



#3

The Case for Change (Head and Heart) Is Missing.

The data will bring the 'head', but it's up to you CX advocates to bring the 'heart' by being able to **tell compelling stories that inspire people to change and buy into NPS.**



#4

NPS Is Not Tailored to Day-to-Day Routines.

Beware of treating NPS as 'more work' instead of 'how we work'.



#5

You Focus on the Score Instead of Behaviors.

The importance of analyzing unstructured data has been the anchor of InMoment for years. Our eBook, **A Score Is Only Part of the Story**, is a fantastic summary of why this concept is so critical to understand as an organization.



#6

Incentives Are Linked to Customer Feedback Too Early.

If you tie compensation directly to your NPS, **you will start polluting the quality of your data.** Focus instead of outcome metrics.



#7

There Is a Failure to Prioritize and Focus on Initiatives to "Move the needle."

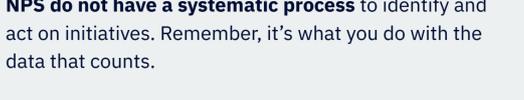
Roughly 70% of companies struggling to succeed with NPS do not have a systematic process to identify and act on initiatives. Remember, it's what you do with the data that counts.



#8

There Is Insufficient Early Momentum.

It's important to establish **trust early** through training support, and quick wins.



#9

You're Not Measuring or Managing Critical Experiences with Cross-Functional Episodic Lens.

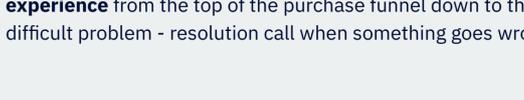
In order to effectively design end-to-end experiences. **Some organizations create owners who can own a specific experience** from the top of the purchase funnel down to the difficult problem - resolution call when something goes wrong.



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In order to effectively design end-to-end experiences. **Some organizations create owners who can own a specific experience** from the top of the purchase funnel down to the difficult problem - resolution call when something goes wrong.



The root causes of most of these pitfalls are **broken data, frontline learning issues, not fixing the executive-level obstacles, or not planning sufficiently** for the journey.

If you really want to tackle NPS, start there. Better yet, start with watching our full webinar here: www.inmoment.com/pitfalls

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