



The Modern Guide to Winning Customers with Net Promoter Score

8 Ways to Modernize Your NPS® Program and Create a
Customer-Centric Culture



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What Is Modern NPS?

The Buyer-Seller Relationship Has Changed. Net Promoter Score Has Too.

The Net Promoter Score (NPS) system was originally created to do one thing: generate growth through customer satisfaction. But today, satisfaction isn't enough to compete in the global marketplace. Today's customers expect ongoing experiences of value, happiness, and success. It's a tall order, and to achieve it, the fastest growing businesses are learning to anticipate, listen, and respond almost immediately to their needs. And, with competitors coming out of the woodwork, companies have to deliver these results consistently to win loyalty and earn true promoters.

All that being said, we think there has never been a better time to ask that all-important NPS question:

How likely are you to recommend this product/service?

How likely are you to recommend this product or service to a friend or co-worker?

Not at all likely



Extremely likely

powered by InMoment

“Optimizing the Customer Experience typically achieve[s] revenue growth of 5–10% ... in just two to three years.”

MCKINSEY & CO.

“InMoment has advised 1000s of the world’s leading brands on effective use of their CX programs using the Net Promoter System to boost customer value.”

Net Promoter Score Has Evolved to Meet Challenges

NPS—along with other metrics such as Customer Satisfaction Score (CSAT) and Customer Effort Score (CES)—has become both a must-have C-Suite metric (more than two-thirds of the Fortune 100 use some type of CX metric) and a system with which to drive improvements in customer experience, retention, repeat sales, cost reduction, and growth.

In this paper, we will focus mainly on the NPS metric many CX programs use and the method behind these types of programs to automate the admin and analysis so you can focus on insight and action.

If you’re launching your CX program for the first time or refreshing your approach, we’ll show you how to improve your efforts for the most successful year ever. Read on!

Could You Benefit From Modernizing Your CX Program?

If you answer yes to any of these...then, yes!

- You’re still doing NPS calculations in Excel?
- You wish your data was neatly compiled in a business insights tool.
- You’ve been uploading customer lists every week.
- You have to “gear up” for survey campaigns.
- You are having trouble getting anyone to care about NPS, and/or you are the only one looking at your customer feedback data.
- You are currently spending more time on admin functions than acting on customer responses and insights.

Real-Time NPS for Sales and Retention

Gone are the days of gearing up for a quarterly survey campaign and hoping that enough customers open the email and respond. Modern Experience Improvement (XI) programs are no longer a once-in-awhile check-in, but rather an ongoing way to track customer health and leverage that information for real business improvements.

Today's successful companies listen to their customers in real-time with drip surveys. In the early days of NPS, the survey was sent out in a bulk email to all customers—perhaps quarterly or annually. Today, that's too little, too late. Running a drip program with multiple surveys at different times within the customer

journey is a more agile approach that suits rapidly changing customer expectations and evolving business and product and services development.

With real-time results:

- You'll never miss a trend
- Responding to customers is more manageable
- You can reach out to detractors to address issues in a timely way. It is easier to correlate changes in NPS with business milestones

How Do You Do It?

There really isn't a shortcut here! Instead of sending a mass email campaign to 100% of your customer base once a quarter or once each year, find a CX platform that can automatically send surveys to a few customers each day so that you reach out to everyone over the course of a quarter or year. This should help you instantly track your up-to-date NPS score with very little effort and help you identify what your customers are telling you.



Drip NPS: Surveys constantly go out to small samples of users, giving you instant access to how well you're serving your customers today.

Reduce Friction for Higher Response Rates

One of the founding goals of a CX program is to improve customer experience, which means the survey and post-survey outreach can't be intrusive. With the help of a few tools and a little strategy, you can create a beautiful, low-friction experience customers genuinely appreciate.

1. LIBERATE THE INBOX, WHENEVER YOU CAN:

Your customers' inbox is sacred space, and every other company is all too willing to use and abuse their access to it. The increasing barrage of emails from businesses to customers hasn't increased open rates, but it has caused the vast majority of emails to be labeled as "Trash"—or simply ignored.

When deciding whether to survey via email or with an in-app program, consider which is the best way to ask your customer for contextual feedback. Not the best way for you—but the best way for them.

- **Go In-App:** Asking in-product is the lowest-friction way to conduct surveys—we know this by the response rates. Why? People are often more willing to answer in-app surveys than to take time, and concentration, away from what they're doing to answer an email. And, your responses may be more relevant and accurate, since they won't have to try to reconstruct what they were doing in your app three days ago—they're doing it now.

Low Friction
=
High Response

In-app surveys typically garner response rates of **25%-45%**

Source: InMoment Customer Data

- **Go Email:** This is a great option if your customers or key decision-makers are rarely online using your product, service or website directly. In this case, they won't have the opportunity to see an in-app message, so sending them an email is your best bet.

2. SURVEY YOUR CUSTOMERS AT THE RIGHT

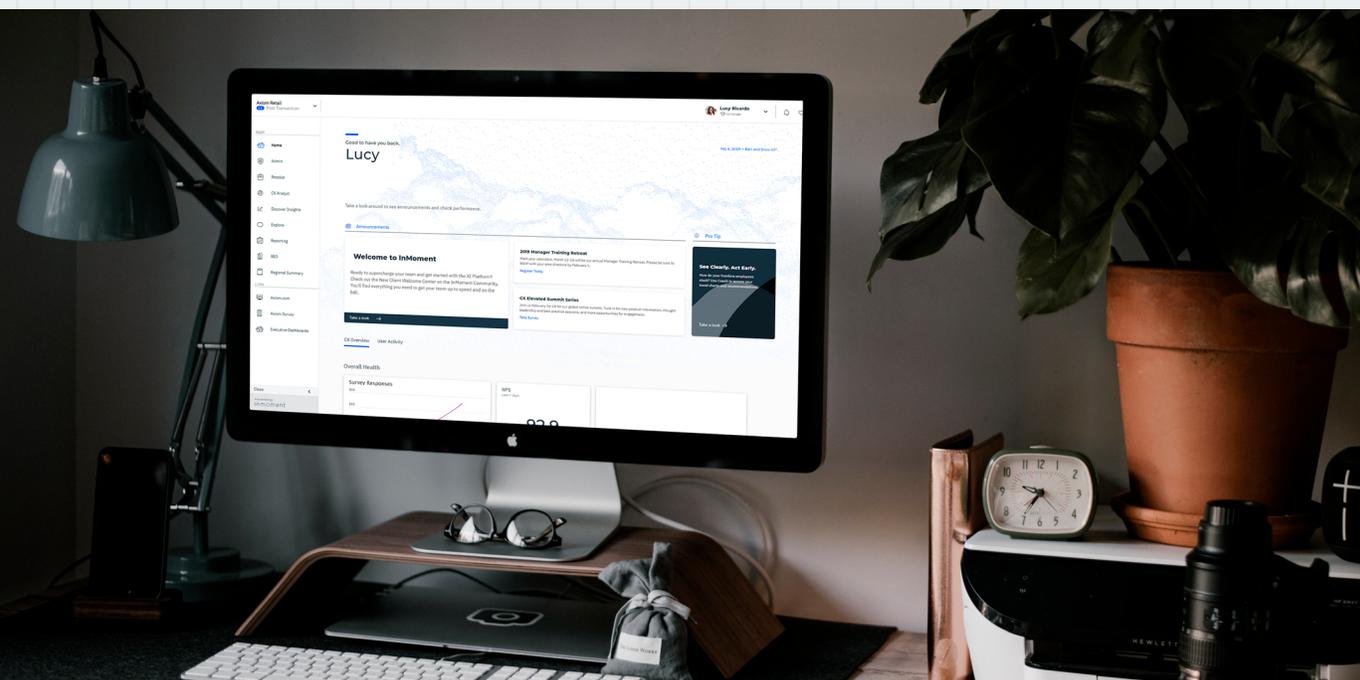
TIME IN THEIR LIFECYCLE:

Survey your customers at the right time—and not too often. For example, send their first survey after they've had enough time to experience and understand your product or service. It can be tempting to ask the NPS question frequently. If your offering is evolving rapidly, quarterly may be fine. If not, consider asking only once or twice a year. A modern CX platform should automate this for you.

3. KEEP IT SIMPLE

Resist the temptation to ask more than the NPS question and a qualifying question of, "tell us why". Additional questions reduce response rates and can irritate customers. And, if a customer tells you why they rated you a 3 or a 10, really, what more do you need to know at that moment? You can always follow up and ask for more detail.

“In the age of survey fatigue, the key to better response rates—and more accurate measurement—is to create a better experience for your customers, build trust and loyalty by listening to their needs and then acting upon them.



PRAISE FOR A MODERN CX PROGRAM:

“We went from crazy town to finally having a stable NPS and solid feedback while cutting out a ton of manual work! Less work, more results!”

RETAIL SOFTWARE COMPANY

Align and Optimize Every Function That Impacts the Customer

In the early days of NPS, it was all about getting the score: What is our NPS? How does it compare to our competitor's score? What's our industry benchmark?

Today, we see modern NPS as a powerful system for optimizing every function that impacts the customer. Let's take product development, marketing, customer service/support, customer success, and sales as examples.



Product Development:

NPS can help you prioritize dev resources by making it easy to track feedback related to your core product, like requests for new features and suggestions for improvements. You'll also want to keep tabs on feedback about IT issues like uptime and speed.



Marketing:

NPS can be used to identify and leverage promoters. By finding out which customers are achieving the greatest results, marketing can then contact those clients to become part of advocacy programs, or to request information for case studies.



Customer Service and/or Support:

NPS can act as a signal for support outreach to improve user experiences of products and services and to increase retention.



Customer Success:

NPS is vital. By proactively measuring customer health, you will have fewer surprises. Follow up on a low NPS score immediately to prevent churn. If your business doesn't have a customer success department, consider having sales step in.



Sales:

Which accounts are primed for upsell? Who might provide a referral? Who might be in trouble? For the sales team, NPS is about business intelligence.

Read How Magoosh's product development team A/B tests for customer happiness on the InMoment XI Blog.

[LEARN MORE](#)

Cross-Functional Alignment

When managers take the lead to form cohesive, customer-centric, interdepartmental teams that incorporate customer feedback into everyone's existing workflow, it not only facilitates learning and accountability throughout the whole company, it can even change company culture for the better.

How Do You Do It?

- Identify an internal CX champion within each function.
- Set up integrations with CRMs and customer support platforms like ZenDesk, Salesforce or Intercom to ensure data gets into everyone's workflow as a way to reduce the number of meetings.
- Classify and tag open-ended feedback and route to relevant stakeholders. Tagging enhances your analytics, clarifies cross-functional follow-up, and drives immediate action.

[Read](#) this InMoment XI Blog to learn how to use tagging to make the most of customer feedback.

- Bring your champions together on a quarterly basis to discuss customer experience and your process for improving it: "How are we doing overall?" and "What do we need to refine as a company?"

In our experience, modern CX programs achieve their best results when they inform every function from product development, success/support, sales, and marketing, and when they become not just a tool, but a cultural movement towards improving and delivering exceptional customer experiences every time.

Three Ways to Send Follow-Ups That Build Loyalty

Not long ago, “getting the score” was a big deal for management, resulting in many meetings and a few changes to how business was run. But for the customers, it meant nothing. They never heard back about their responses. Today’s customers expect you to acknowledge them and make changes based on their input.

If you consistently respond to customers that give you feedback you will see response rates rise and customer delight increase. Don’t worry, it’s not as time-intensive as you might think. And a modern CX platform can help simplify and automate the process of closing the communication loop.

How Do You Do It?

Here are three approaches that represent different levels of engagement. It is ok to take a hybrid approach, and most companies do. Think through what is right for your business—the most important thing is that everyone’s feedback is acknowledged.

1. HIGH TOUCH:

A customer success agent or account manager for each account reaches out to their customers each time they respond, even if just to say “Thanks!” This lets customers know you’re listening and appreciate their feedback. You may also be able to coax out additional context for their feedback that can help make it even more actionable. For a B2B business, this is the way to go if you have the resources.

2. MEDIUM TOUCH:

If you don’t have the resources to personally contact everyone, segment the list by rating. Sync with a platform like Intercom to trigger automated messages, or schedule a weekly email campaign to each group.

- Thank your promoters (and possibly offer an incentive for them to review your product).
- Route responses from detractors to success or support. Devote time into finding out more about why they aren’t happy, especially those that didn’t leave any feedback.
- Consider an automated message to passives that didn’t leave feedback.

The goal here is to engage in a “What would make you LOVE us?” conversation.

3. LOW TOUCH:

Respond with information sharing and transparency. Consider writing a blog post or newsletter at the end of the month, summarizing the feedback you’ve received and stating your plans to address issues customers have raised. Show progress! This lets your customers know that you’re listening, and that you have a plan to make their experiences better. This is a way to go if you don’t have contact info for respondents and/or you lack the bandwidth for personal reach outs.

Sometimes, follow-up is all it takes to turn an ambivalent customer into a fan.

Build a Band of Brand Promoters

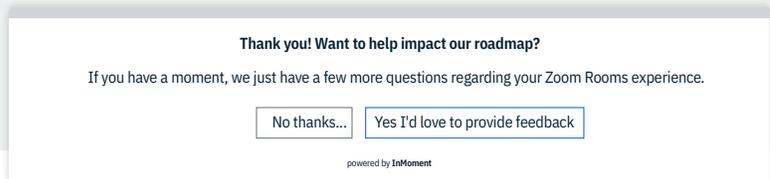
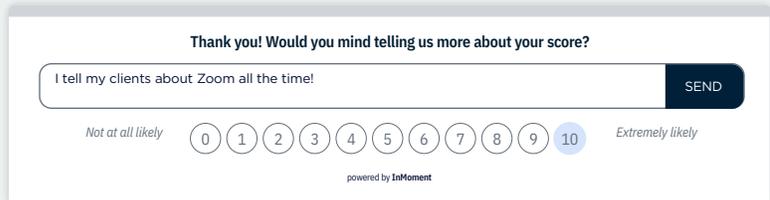
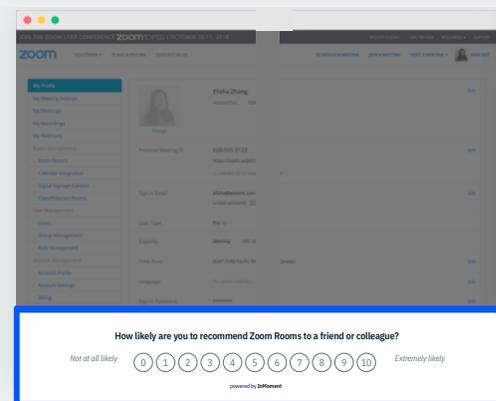
A customer who scores “very likely” to recommend your product or service is a hot ticket to a referral! Taking advantage of this enthusiasm at the moment is one of the reasons why modern CX programs are such powerful tools for growth. It is easy to ask happy customers to put their positive thoughts into positive action. In this age when prospects are researching their options before even contacting you, public validation by current customers is golden.

How Do You Do It?

Trigger a communication, set to auto-deploy to anyone who rates you at 9 or above. Include one or more of the actions in the sidebar.

Here are three ways to automatically deliver the call-to-action (CTA):

- **Build a Follow-up CTA Into Your Survey:** This gets the highest response rates because the call to action appears on screen immediately after a promoter responds to a survey.
- **Customer Conversation:** Use your platform (or an app like Zapier) to trigger a message in Intercom, Hubspot, or other customer communication platforms.



Invite Your Customers to Take “Action” When They Score You a 9 or 10

1. Write a review on a software review site, Google, or in an app store
2. Volunteer to be a reference for new prospects
3. Tweet to share their comment with one click
4. Like or follow on Facebook or other social site
5. Volunteer for a focus group or a user testing session

Modern CX programs are a marketer's dream precisely because it is possible to reach out to promoters in the moment. In fact, it doesn't let a great moment pass.

CLIENT STORY:

SaaS Company Builds a Band of Brand Promoters

An employee engagement SaaS company is one company has built an army of brand promoters. They segment their customers by NPS score, so it is easy for them to identify and empower promoters. And, they pass customer feedback data to Intercom so their promoters can be instantly invited to join their brands' advocacy program.

“We love the ability to communicate with customers in the NPS segment. We were featured on a major startup website a while back, and it was like I was commanding an army of promoters to spread the word and get people interested in reading the story. I started by notifying the 10s, then I sent in the 9s, then I unleashed the 8s...It was extremely effective and incredibly fun.”

VP, CUSTOMER SUCCESS

Segment NPS for Business Insights

By isolating NPS by segment, you'll be able to get a better picture of customer satisfaction and user experience so you can prioritize your challenge areas and deploy your resources efficiently.

Segmentation Also Lets You:

- Identify groups of users with different needs.
- Check whether all groups feel equally, or if your overall NPS is driven up by just one segment (or down by another).
- Allocate resources to improve your product or service for your most valuable customer segments.

How Do You Do It?

With modern NPS, you should be able to segment by any characteristic shared by groups of users. Not sure where to start? We've noticed a few trends in how various business models prefer to analyze their data:

	Software as a Service (SaaS)	Account level and customer longevity. This is useful for Customer Success teams that need to monitor the health of accounts with multiple users. Problems can be quickly identified and proactively addressed to prevent churn.
	Marketplace	User personas. Segment marketplace customers into different buyer/seller personas to check user satisfaction for those different groups.
	E-Commerce	Stage of engagement or purchasing patterns. Your NPS for customers who spend \$100 a year might be very different from the NPS of customers who spend \$1000; or you may notice high NPS scores for those who gravitate towards certain types of products.
	Mobile Apps and Website Visitors	Device, geographic location, browser or operating system. While you may not have personal information for your survey respondents, you still have information that may be useful to you. For example, what is your NPS for site visitors on mobile versus those that experience your site on their desktop? Android vs iPhone users?

Segment NPS by your business drivers to better allocate your resources and attention.

Build a Culture That Is All About the Customer

Perhaps the most compelling way successful companies use NPS today is to leverage it to create a customer-centric culture.

A study by Deloitte asserts that such mission-driven companies have 30% higher levels of innovation, and 40% higher levels of employee retention. And their #1 suggested action for companies to build culture was to drive alignment.

Your CX program and the use of the NPS metric is a great rallying point to engage your entire workforce around the common goal of exceptional customer experience. What everyone needs to focus on is the trend. Are you improving? Is that number getting incrementally higher? Don't compare yourself to your competitors—your only competition is yourself.



How Do You Do It?

Here are tactics leaders can use to build a customer-centric culture using NPS:

MAKE THE CUSTOMER VISIBLE

- Publish a weekly report for the whole company to see. Include a few verbatim comments to make it clear that these responses come from real people – people who love your product, or don't. Sharing the NPS metric along with more traditional metrics like revenue or profits demonstrates that the customer is central to your company mission.
- Share customer feedback in a Slack channel or on a screen in the office for real-time visibility of customer sentiment.

CELEBRATE SUCCESS!

- For example, if NPS trends upward for 3 months in a row, take the time to acknowledge this milestone.
- Explain the “why” behind the score. Identify the action you took that influenced that trend and share it company-wide.
- Acknowledge the person or team that took the lead. In this way, everyone understands that the score is a result of hard work and consciously allocating resources to improve customer loyalty.

Remember, focus on incremental improvement and creating an upward trend, rather than getting “stuck on the score” or comparing your NPS to others in your industry. A good NPS score is one that is better than the last and paired with other key business metrics.

NPS Has Never Been Easier!

Today NPS is simple to implement, analyze, and share. With the right technology program set up is guided and all of the most burdensome aspects of implementing a program is automated. This means more time can be spent on drawing conclusions and taking action to improve customer experiences.

AVOID SURVEY OVERLOAD

Modern NPS works within the context of the response history of your customer or site visitor. It can automate when, where, and how often to reach out, so no one gets surveyed too often. For example, if a customer completes a survey on a company's mobile app they won't see it again on their computer.

AUTOMATED ANALYSIS

Tying responses to pertinent details about individual customers, like their pricing plan or purchase history, cohort, persona or location allows for slicing and dicing the data at will. No more Excel sheets!

- Track NPS over time by custom dates
- Track NPS by customer segment
- Track NPS by response category using tagging

NO MORE NPS "CAMPAIGNS"

Identifying information, like email addresses, and other user properties can be captured automatically within the platform. So, whether you are using "drip" or event-based surveys, you no longer have to manage lists of users offline. The time you'll save and the benefits you gain far outweigh the costs of a good, comprehensive NPS platform.

How Easy is It?

Up and Running in No Time

- A well-designed platform should guide you through decisions and ensure smart set-up.

Survey Across Channels

- Mobile, web, email, SMS—automatically.

Minimized Manual Admin

- Gone are uploaded email lists, no more calculating in Excel sheets. This means more time can be spent on drawing conclusions and taking action.

Data Integration

- Integrate data into every function's workflow.

With modern NPS, all of the most burdensome aspects of implementing a CX program are automated, so you can take action faster.



What's Next with Net Promoter



Find additional details about the three most important CX metrics and how to use them together.

[LEARN MORE](#)

The Net Promoter Score was created to generate growth through measuring and improving customer satisfaction. But today, satisfaction isn't enough to compete in the global marketplace.

The customer relationship has changed! There have been incredible leaps in technology which has allowed us to create and sell products and services online, which means that your customers choose, over and over again, whether or not to use or purchase your product or service.

Today, more than ever before, it's your job to create delight, happiness, and success

for your customers. Only then will you see genuine customer loyalty, enthusiastic brand promoters, and the exponential growth to the business that can come with them. Now Net Promoter Score can be the cornerstone of your strategy to win customers for life.

The simple beauty of the Net Promoter Score is that it's a single number. When that number drives action, it will propel customer loyalty and growth.

Modern customer experience improvement software will get you to action, faster.

NPS is a registered trademark, and Net Promoter Score is a service mark, of Bain & Company, Inc., Satmetrix Systems, Inc. and Fred Reichheld.

For more information please visit our website:

<https://inmoment.com/>

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