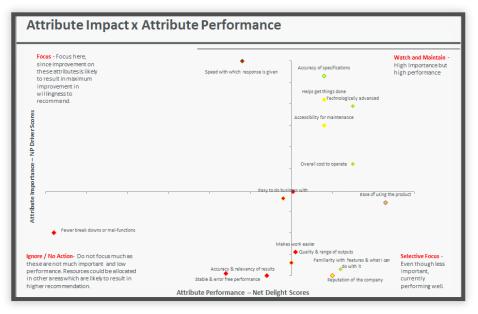
nikoways

Net Promoter Score (NPS) program for measuring and improving customer loyalty

Problem Statement

- Consistent and proven methodology to measure NPS and deriving most impactful NPS drivers with clear actionable insights for our client.
- NPS, a measure of Customer Satisfaction and Loyalty, is a multi-dimensional metric which is affected by several teams in the client business. It is critical to have a buy-in from multiple stakeholder teams.



Client Benefits

名_	Cost
	Redu

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Reduce NPS program cost by **30%+** in the long run.

Integrated common goal

Galvanize all stakeholders teams around a shared NPS understanding and goal via clear connection to NPS.

Actionable

Achieve tangible improvement in NPS via highly actionable direct connection to key NPS drivers.

Driver Map Detailed driver contributions by user group Key Drivers Across all user groups, several factors contribute to changes in Brand for Someone

Our Solution

• We developed a robust multi-touch NPS program tailored to the client business. Derived stable NPS drivers using unique and proven methodologies.

Detractors

Promoters

Passive

 Insights on how to improve NPS, enabled client to make visible improvements across functional stakeholder teams that resulted in 10% points+ NPS improvement.

	0			 NPS equation: 27% Pre-Sales + 12% After Sales + 13% Brand/ Company + 36% Engineering + 12% Unexplained => Product features as engineered into the product have relatively highest impact on Willingness to recommend. 							
	CATEGORY DRIVERS	Driver Index Scores	Relative Impact %	Net Delight %							
		Latest	Latest	Past	Latest						
Speed with which response is given	Pre-Sales	100	13%	38%	28%						
Accuracy of specifications	Pre-Sales	93	12%	51% 🖊	48%						
Helps get things done	After-Sales	82	11%	47%	48%						
Technologically advanced	Engineering	79	11%	63%	55%						
Accessibility for maintenance	Engineering	70	9%	49% 🖊	48%						
Overall cost to operate	After-Sales	52	7%	48%	55%						
Easy to do business with	Company	36	5%	45% 🔶	38%						
Ease of using the product	Engineering	34	4%	60% 🖊	63%						
Fewer break downs or mal-functions	After-Sales	20	3%	35%	-18%						
Makes work easier	Engineering	11	1%	47%	41%						
Quality & range of outputs	Engineering	6	1%	48% 🖊	40%						
Familiarity with features & what I can do with it	After-Sales	3	0%	51% 🔶	52%						
Accuracy & relevancy of results	Engineering	1	0%	41%	24%						
Stable & error free performance	After-Sales	0	0%	44% 🖊	34%						
Reputation of the company	Company	0	0%	46% 🖊	50%						

What we do

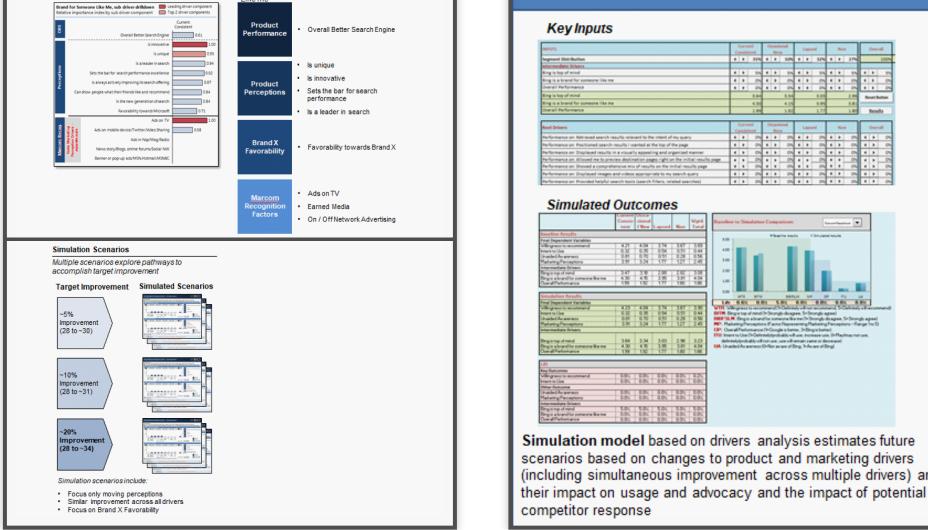
Design and implement customized NPS programs with driver analytics using attitudinal, CRM, and machine data.

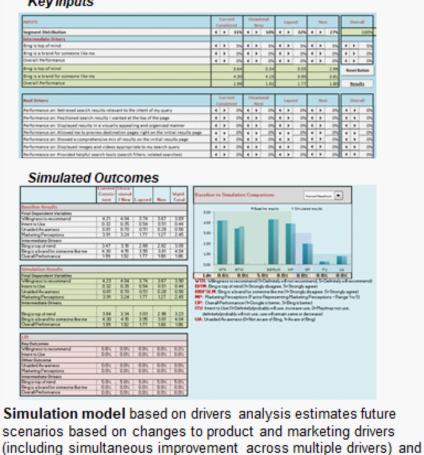
Deliver full NPS program solution for deployment as an online live dynamic dashboard either in-cloud or on-premises.

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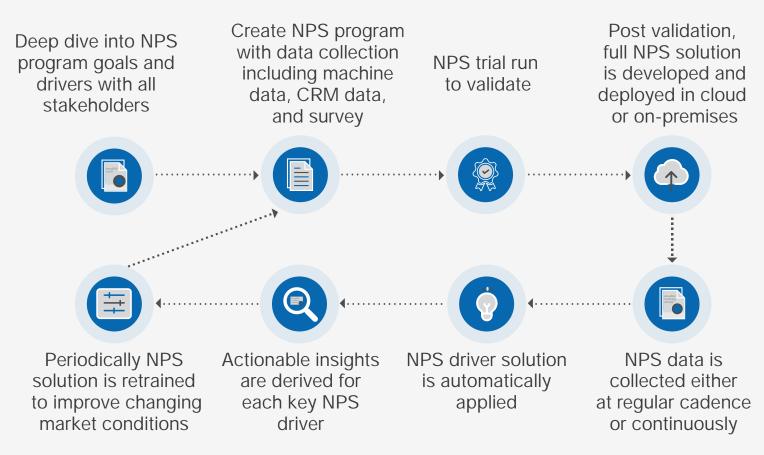
Simulate NPS driver improvement impact for maximum effectiveness.

Simulated Outcomes





Process Flow



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