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.

**Our Solution**
- We developed a robust multi-touch NPS program tailored to the client business. Derived stable NPS drivers using unique and proven methodologies.
- Insights on how to improve NPS, enabled client to make visible improvements across functional stakeholder teams that resulted in 10% points+ NPS improvement.

**Client Benefits**
- **Cost** 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.

**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.
- **Simulate** NPS driver improvement impact for maximum effectiveness.

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**Process Flow**

1. **Deep dive into NPS program goals and drivers with all stakeholders**
2. **Create NPS program with data collection including machine data, CRM data, and survey**
3. **Post validation, full NPS solution developed and deployed in cloud or on-premises**
   - **NPS trial run to validate**
   - **Actionable insights are derived for each key NPS driver**
   - **NPS data is collected either at regular cadence or continuously**

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**Our Solution Diagram**

*Graph showing NPS data collection and analysis process with key insights and outcomes.*

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**Client Benefits Table**

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