

If there were NO Marketing, PR or Advertising... how would you build your customer base?

Word-of-mouth

Remember the old saying...
"A customer tells 10 people about a bad experience while telling only 7 about a good experience?"

Net Promoter Score® is thought to predict future growth by using by calculating the rate of positive comments minus the rate of detracting comments, NPS® provides a score, which can be used to create momentum for improvement.

Wouldn't it be nice to know...

- Are my customers Advocates?
- Why or Why Not?
- How can I increase my Advocates in the marketplace?

®NPS is a registered trademark of Satmetrix.

AboutFace's NPS® Solutions

FEATURES

NPS® is taking over CSat or Customer Satisfaction because it is a more precise indicator of future purchases. It has gained wide popularity because investors, boards, C-level executives, managers, and frontline employees can all understand the measure with ease.

Many companies want to start the Customer Experience Journey and Use Net Promoter Score®. Some start on their own and find it more complex than expected. Others just need help making it work from the beginning.

It is near-to-impossible to use NPS® correctly without professional assistance. AboutFace has just the right solution whether you are a new or current NPS® users.

SERVICES

- **New Users:** NPS® Overview
- **Current Users:** NPS® Audit & Executive Summary
- Survey Development & Data Integration
- ARCHIE™ 24/7 Analytics System
- NPS® Research
- NPS® Reports
- NPS® Executive Summary & Rollout
- Quarterly Analysis, Executive Summary and Consulting



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AboutFace is NPS® certified

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