

# Taking NPS to the next level – CX I.Q.

Revealing The True Unfiltered Voice Of The Customer With One Question



## What is the Net Promoter Score?

Net Promoter Score® (NPS) programs ask just one quantitative question: “How likely are you to recommend this business to a friend or colleague?”

## Net Promoter Score Definition.

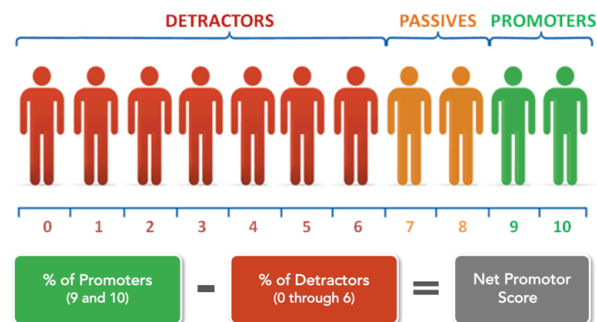
The Net Promoter Score is an index ranging from -100 to 100 that measures the willingness of customers to recommend a company’s products or services to others. It is used to gauge the customer’s overall satisfaction with a company’s product or service and the customer’s loyalty to the brand.

## Net Promoter Score Calculation.

Customers are surveyed on one single question. They are asked to rate on an 11-point scale the likelihood of recommending the company or brand to a friend or colleague.

“On a scale of 0 to 10, how likely are you to recommend this company’s product or service to a friend or a colleague?”

Based on their rating, customers are then classified in 3 categories: detractors, passives and promoters.



The Net Promoter Score is determined by subtracting the percentage of customers who are detractors from the percentage who are promoters. What is generated is a score between -100 and 100 called the Net Promoter Score. At one end of the spectrum, if when surveyed, all of the customers gave a score lower or equal to 6, this would lead to a NPS of -100. On the other end of the spectrum, if all of the customers were answering the question with a 9 or 10, then the total Net Promoter Score would be 100.

The Net Promoter Score is helpful in that it can be used as motivation for employees to improve and to provide the best customer experience possible. The ultimate objective here is to convert customers who were less than happy or unimpressed into promoters who will put the word out and allow for increased revenues and profits.



# Making Customer Feedback Actionable - Revealing the “why” behind NPS with Decooda

Despite its undisputable success and benefits, the percentage score or average integer value of all Likert scale feedback is often criticized for not providing anything more than a snapshot of performance at a moment in time. It tells us nothing about where we are excelling or failing and, most importantly, what to do next.

Many companies understand this and have struggled with this limitation. However, multiple-question surveys will not elicit the responses you want to get the insights you need - they will only further diminish your customers' experience.

Getting the best answer hinges upon asking the best question in the right way. Decooda makes customer experience scoring more personal and useful by complementing the Likert question with a carefully-crafted, unique imaginative question that allows customers to communicate with the brand on their terms - [CXI.Q](#). This allows Decooda to go beyond the simple NPS score. By linking topics with emotions and cognitive states we can tell companies what specific aspects of the product or experience most significantly influences customer behavior.

This is made possible by leveraging Decooda's proprietary real-time text analytics algorithms that are based on cognitive psychology, deep learning and AI. These algorithms allow us to reveal and predict customer emotions and cognitive states, enabling companies to clearly understand the context of each customer experience; so next steps can be taken with confidence.

With one simple question Decooda can reveal

how customers think, feel and act about a product, experience or brand, and uncover how those thoughts and feelings translate into behavior, in order to understand the relative importance of each customer touch point so you can build a plan to address the specific issues that would have a real impact on customer satisfaction.

Beyond the score and insights, Decooda makes it easy to collaborate and triage customer feedback using our embedded Case Management engine:

- Customer Experience team members can easily collaborate with each other in real-time
- Dynamically open private or public Task Channels to discuss emerging topics or triage specific customer feedback events
- Share files and documents and synch across all devices
- Track and report on Task Channel performance leveraging the built-in governance and compliance engine
- Track and view Task Channel journeys based on aging and status (open/closed)
- Identify hot-spot (wow and boom) moments of truth that deserve attention
- Leverage insights to facilitate all Customer Experience discussions
- Prioritize investments based on empirical “real-world” evidence

How would your approach to customer experience scoring be different if:

- you had innovative evidence about what influences customer behavior most at every moment in time?
- you could identify the customer behavior that impact your sales?

- the reason to believe was so obvious that everyone leaned in together?

We engage in the cloud or on-premise:

- We can augment your current NPS/CX process with strategy, execution or performance analytics to make it better.
- We can deliver off-the-shelf or tailored end-to-end NPS/CX solutions to meet your needs.

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## About Decooda

Decooda delivers the facts that inspire every level of an organization to embrace a culture of aligning to the needs of the customer to understand each customer's state-of-mind in real-time.



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