Net Promoter Score and Customer Advocacy: A Marriage (Potentially) Made in Heaven

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An idea
A statistical insight
...And a few powerful ideas, closing the loop
But it wasn’t nearly enough
We built Economics Models
Perception vs. performance gap

Percent of Companies

80%
Companies that believe they provide a superior experience

8%
Companies whose customers agree

Source: Bain & Company, Satmetrix
The 8% of achievers vastly outperform their competition

Average annual real revenue growth

- Non-Achievers: 2%
- Achievers: 19%

Average annual real net income growth

- Non-Achievers: 3%
- Achievers: 9%

Source: Bain & Company, Satmetrix
We added touchpoints
Created Root Cause Analytics
Developed Transactional and Relationship models
And linked analytics to organizational process
NPS is the De Facto Industry Standard Metric
...91% of marketing leaders believe that in two years they will be competing *primarily* on the basis of the customer experience.

-Gartner
Drive for show
75% of your marketing spend is wasted
US Total Media Ad Spending, 2012-2018
Billions and % change

Note: includes digital (online and mobile), directories, magazines, newspapers, outdoor, radio and TV
Source: eMarketer, June 2014
Putt for dough
Increase in retention:

- 75%
- 5%
Insurance

- WOM: £8,400
- DIRECT SPEND: £5,900

+ £4.8k vs. Detractors

£3,500
£3,225
£4,484
£5,350
£3,073
Word of Mouth is on the rise
We are not in 2003 any more
Social
Mobile
Customers opine in public
in the long run we are all dead
and profitable
Welcome to the subscription, sharing, customer lifetime
The Market is *Shifting* to New models of Consumption

4/5 of companies believe their customers are switching to new consumption models

83% US
73% UK
84% AU
“the future is already here — it’s just not evenly distributed.”
increasing performance

what the customer expects
increasing performance

what the customer expects
increasing performance

what the customer expects

what the customer really wants
Only sell to promoters
A marriage made in heaven?
NPS creates a language...
...and a priority
Connecting promoters

B2C

B2B
Connecting promoters

- **85m** members
- **8.5m** responses
- **47%** Promoters
- **~4m** Promoters
- **1m** potential activations
HouseMaster

12,000 promoters
650 reference narratives
11x facebook likes
40x customer engagement