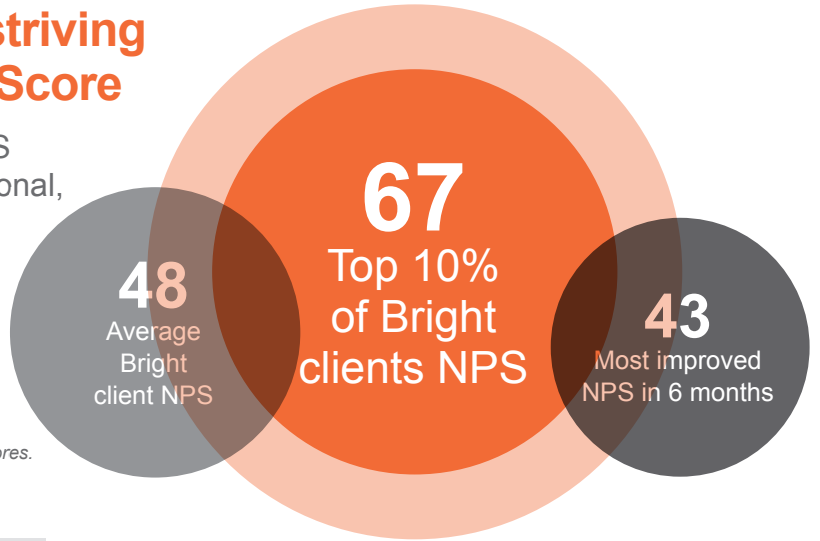


The factors to consider when striving to improve your Net Promoter Score

Top performing companies with the highest NPS scores all understand the links between operational, employee and customer insight data and they monitor and manage this holistically.

Bright has analysed 30 top performing companies and presents 5 key messages from the research.

Fg1. Clients working with Bright for more than 6 months show industry beating scores.



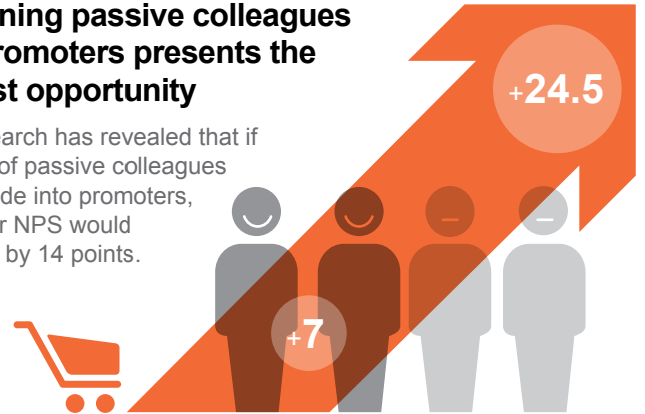
01 Clear relationship between Employee and Customer NPS

Bright sees nearly a 1:1 ratio meaning that for every 1pt you manage to increase your Employee NPS score, your Customer NPS score will also increase by 1pt.



02 Turning passive colleagues into promoters presents the biggest opportunity

Our research has revealed that if just half of passive colleagues were made into promoters, customer NPS would increase by 14 points.



03 Understanding the drivers and breaking points of NPS

When measuring NPS, three factors prove equally important to a customer's likelihood to recommend a business



Fg2. Graph shows scores for three metrics and the subsequent score for NPS.

- Customer Effort
- Engagement
- Knowledge

04 Still too much effort focused on speed of answer

80% of contact centres do not meet their speed of answer target. Often because it is set too high making the target demotivational.



05 Transactional automated telephone surveys are the best ways of pinpointing NPS detractors

Automated phone surveys are far more likely to encourage a customer to leave verbatim comments.

Text analytics allow for data mining and sentiment analysis so MI teams can detect key detractor issues.

Read the full white paper with more insight into how to boost your NPS score at brightindex.co.uk/NPS