



Building a customer centric culture

More than 30% of Fortune 500 companies have adopted this system! Why do companies adopt the Net Promoter System? What happens when they do? What are the typical first steps – and the second and the third? What are the keys to success, and the biggest obstacles? What can the adopters hope to establish? Where will this journey toward customer centricity take them?

These are important questions to ask before you embark on this valuable and rewarding journey.

One of the reasons for NPS to be so successful is because of its simplicity and ability to drive direct accountability at every level.

However, though the idea of NPS seems so simple and intuitive, the implementation is NOT! It requires serious commitment from top management as well as time and hard work in establishing reliable, trustworthy measurement to understand what the score is telling you and create a closed loop process to actually bring about change towards customer centric culture.

Do visit www.netpromotersystem.com for more details or talk to us at FoQual.



...*Focus on Quality*

FoQual

Your partner in NPS

The company is built with the key focus on Continuous Improvement. We believe with the *right* emphasis on improvement initiatives, an organization will be able to unleash the potential growth from within.

We bring extensive experience and knowledge of more than 15 years specifically in the area of Quality and Customer Experience Management in the Asia Pacific region. We have been intimately involved at the onset of NPS inception and built hands on experience in running the program for large organizations.

With this unique knowhow, we are poised to *correctly* guide organizations through this challenging but rewarding path of customer loyalty and ultimately to profitable growth. Let us be your partner in your journey to build a customer centric company!



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Net Promoter System (NPS)



THE ULTIMATE QUESTION!



“The Net Promoter System helps us focused on our mission- every day in every store- to enrich the lives of customers and employees”

- RON JOHNSON,
Senior VP, Apple

HOW GOOD IS YOUR COMPANY'S CUSTOMER EXPERIENCE?



What the leaders say

“The Net Promoter System provides a powerful solution for building a customer-centric culture throughout the entire organization.”

- GERARD KLEISTERLEE, CEO, 2001 – 2011, Phillips

“Business leaders who ask the ultimate question know that few things drive growth more than a customer who recommends their products to friends and family.”

- KEN CHENAULT, Chairman and CEO, American Express

“The Net Promoter System helped us boost our long-standing commitment to customer focus to an even higher level. It has made us a better company.”

- MICHAEL DIEKMANN, CEO, Allianz SE

“Finally, a metrics to measure success based on the number of lives you have enriched. The Net Promoter System reveals how you can build a better business – and a better life – by earning the loyalty of customers and employees.”

- STEPHEN R. COVEY, author, *The 7 Habits of Highly Effective People* and *The Leader in Me*

NPS – the building block for Customer Loyalty and Profitable Growth

Are your customers sticking around out of loyalty, or just of ignorance and inertia? Are they trapped in long-term contracts they would love to get out of or because they do not have a choice, yet?

Business leaders know to grow business you need *profitable* customers and *happy* customers. It is easy to measure profitability, but the only measurement of customers' happiness were vague statistics of satisfaction derived from surveys that nobody trusted and nobody was accountable for.

How can managers really know how many of their customers love the company and how many hate it? Why is it important to know? What practical gauge can distinguish *good* profits from *bad*?

Simplicity itself: *how likely is it that you would recommend this company, or this product or service, to a friend or colleague?* The metric that it produces is the *Net Promoter Score*.

Net Promoter Score is based on the fundamental observation that every organization's customers cluster into three groups, each with its own distinct patterns of behaviour. Promoters are loyal enthusiasts who keep buying from a company and urge their friends to do the same. Passives are satisfied but unenthusiastic customers who can be easily wooed by competition. And detractors are unhappy customers trapped in a bad relationship.

The NPS is simply calculated by subtracting the percentage of detractors from the percentage of promoters. This number does not only shows the current state of customer loyalty but more importantly, it can be used to predict the future growth and

profitability of the company.



Recent research shows an average NPS increase by about 9% across three years resulted in a whopping 23% increase in revenue across a one year lagged, three years. A slight improvement in NPS would result in a substantial increase in financial numbers.

Companies that pioneered the use of this system, both small and large organizations, found this an excellent approach towards being a customer centric organization. These companies are able to *quantify* the future value of a detractor and a promoter and how the benefit of converting detractor to promoter stacks up against the cost!

Like many companies around the world, companies in Malaysia are looking for reliable leading indicators in order to build a profitable growth. NPS is a key enabler for a company to build a customer centric culture and improve on areas matters most to customers which in turn result in profitable growth.

“This is the best customer-relationship metric I've seen- I cant understand why any of you wouldn't want to try it!”

-JEFF IMMELT, CEO, General Electric (2005)