

# NPS Analytics

**Get valuable NPS insights.** There are many ways to measure customer loyalty, including Net Promoter Score (NPS). However, just measuring and knowing your NPS score isn't enough. In order to grow your customer loyalty, you need to know how groups of customers feel about your company and why. You also need to take action on that data to improve the customer experience. Unfortunately, exporting all of your NPS data into a spreadsheet to analyze that data can be extremely time-consuming and labor intensive. But, there is a better way—and that's where MaritzCX can help.

The Net Promoter Score, or NPS®, can be calculated by asking the “ultimate question” How likely is it that you would recommend [your company] to a friend or colleague? Answers are on a 0 to 10-point scale.

### Promoters (score 9-10)

are loyal enthusiasts who will keep buying and refer others, fueling growth.

### Passives (score 7-8)

are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.

### Detractors (score 0-6)

are unhappy customers who can damage your brand and impede growth through negativeword-of-mouth.

To calculate your NPS, take the percentage of customers who are Promoters and subtract the percentage who are Detractors.

## FIND OUT WHAT'S DRIVING YOUR NPS SCORE

MaritzCX offers an NPS Analytics solution that equips you with all of the powerful NPS analytics, reporting, drill down tools, and capabilities that you need to analyze your NPS survey data, and gain valuable insights into your NPS data—and into what's really going on in the hearts and minds of your customers.

## INCREASE YOUR CUSTOMER LOYALTY

Just imagine how your company could benefit from knowing that customers who purchased ten or more of your products gave you the highest NPS scores, whereas those who purchased only one product gave you the lowest scores. Based on that information, what new programs might you create to increase your customer loyalty? Or what changes might you make to one or more of your existing programs? This is just one example of the many ways in which MaritzCX NPS Analytics can give you the powerful insights that you need to increase your customer loyalty.

By using NPS Analytics, you'll be able to:

- Centrally store, review, analyze and report on your NPS survey data
- Get real-time reports based on NPS data that you either gather by conducting a new NPS survey with the Allegiance platform, and/or NPS data that you own and import into the MaritzCX system
- Segment customer groups, and drill down into their specific qualitative responses

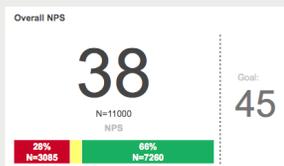
- See and review NPS questions from all of your different surveys
- Specify which questions in your surveys meet NPS criteria, either before or after your surveys go out
- Identify new and/or emerging trends
- Share NPS findings in real-time with everyone at your company in order to improve the customer experience—and your company's NPS score

## SAVE TIME AND MONEY

With MaritzCX NPS Analytics, you'll save valuable time and money because you'll no longer need to export all your NPS data into a spreadsheet in order to review and analyze it. Instead, with just a few simple clicks of a mouse, you'll have all of the information that you need to understand your NPS score and what's driving it. And, nothing could be easier or more convenient than that.

## WORKS EASILY WITH THE MARITZCX SYSTEM

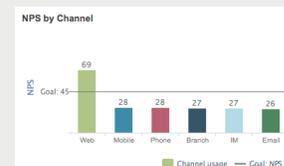
The MaritzCX NPS Analytics solution is designed to work in conjunction with the Allegiance platform, and is incredibly easy to deploy. Call us today to find out more about the value and benefits that our family of innovative engagement solutions can offer your company in increasing your customer and employee loyalty and engagement.



Role-based reporting displays an NPS score that is relevant to each user.



Track NPS over time.



View NPS across every segment and compare it to goal.

To demo a product or contact MaritzCX sales call **385.695.2800**