

# 10 most common mistakes Net Promoter users make!

## 67% of businesses that use NP, use it incorrectly or ineffectively

Every system or idea has its criticisms and NP is no different. It is not a silver bullet or 100% perfect – nothing is.

The main criticisms of NP however usually stem not from its shortcomings or limitations, but from the fact that 67% of businesses that use NP, use it incorrectly or ineffectively, meaning they don't get the results they expected or wanted.

“It's like losing weight,” stepping on a scales will give you a measurement, but the only way you get an outcome is by taking action and changing your behaviour.”

So let's look at the main ways businesses use NP incorrectly.

### 1. **Function not a culture.**

Like the old saying goes “customer service is an attitude not a department” To many businesses treat improving customer loyalty as a function or job of a department or group of people – rather than everyone's responsibility and a central pillar of their business culture and philosophy.

### 2. **Project not a Process**

Just like improving your business and profitability is not a one off, limited time project, neither is improving your customer experience and loyalty – yet many businesses treat it as one. It is a process of continual tweaks, innovations and changes all designed to keep building loyalty, improving the experience and your financial success.

### 3. **No “board” presence**

No program can succeed without strong, high level commitment. If you aren't measuring, managing and rewarding customer and employee loyalty KPI's at the highest level, chances are you won't get the results you want – what gets measured gets done, managed and improved.

### 4. **Not linked to compensation**

What gets rewarded and celebrated gets repeated. By linking NP improvements to employee incentives you are clearly demonstrating its importance and your commitment to improving customer loyalty and your willingness to reward those that help achieve this. But care needs to be taken to make sure no “cheating” happens

### 5. **Only use it half arse**

Most businesses don't realise there are 2 parts to NP – first there is the score (commonly referred to as NPS) that is derived from asking the “likelihood to recommend question”. The 2<sup>nd</sup> and most important & valuable part is the “system” that take the information, feedback and insights gained from “asking the questions” and

turns it into actionable data that can be used to improve customer loyalty and your business results.

**6. They only ask the question**

NPS (the score), *on its own*, is not enough as it isn't actionable. The score (NPS) is only a number, a diagnostic, the tip of the ice berg. It only tells me how my customer feels about my brand at that point in their journey.

**7. They don't act - *You can't change your weight just by standing on the scales***

This is where most users fall down - there is little point in asking customers for their views unless you are able and willing to act upon the answers you obtain. This is where the real benefits of the NP system kicks in, by enabling you to identify and act upon the factors that drive and influence your customers' responses and feedback (ie their experiences)

**8. Too narrow a focus**

By just asking the one question, businesses, and customers, can find it hard to separate the reply between the actual transaction and the overall relationship, meaning results can be muddled or incorrect. Sometimes you also need to incorporate other customer metrics (eg Customer Effort Score) as well. When used properly NP combines other metrics to allow you to get a read on the overall relationship and the transaction's impact on it."

**9. Customer only**

Most businesses forget to measure on going employee loyalty. Improvements in employee loyalty will nearly always lead to improved customer loyalty - you can't have loyal customers without first having loyal and empowered employees.

**10. Over focus on the number**

To be successful you need everyone in your business focusing on the customer – loyalty and experience – not the number. It is not about increasing the number it is about increasing loyalty, experiences and profits.

In all the above remember it is not just the number but also the actions that are bringing about positive and sustainable change within the business

**[Learn how to avoid making these mistakes](#)**

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