

Benefits of using NP within your business

The benefits of using NP are numerous, globally proven and apply to all businesses no matter what their type, size, age, location or industry.

NP is the Swiss army knife in your business improvement toolkit – a tool that is important, versatile and useful as a:

1. Profit & Growth tool

NPS lets you focus on creating more loyal customers, who we call promoters. Promoters are a valuable and powerful business asset because :

- Promoters stay customers longer.
- Promoters buy more than other customers.
- Promoters are more interested in, and willing to try new products or services.
- Promoters are less price sensitive - they're not always hunting 'the best deal'.
- Promoters cost less to serve and maintain.
- Promoters refer more – they usually account for 80-90% of your referrals.

All the above help create profit, growth and sustainability – financial success!

No other system lets you link improvements in customer and employee loyalty to actual business outcomes.

2. Measuring & Improvement tool “what gets measured gets managed & improved”

NPS gives you the ability to effectively measure your customers satisfaction levels and track these over time, meaning you can see if the strategies and improvements you've implemented have improved customer satisfaction and business results, or not. See more under "Benchmarking" below

3. Feedback & training tool “what gets measured and fed back gets done better”

Collecting real time “actionable customer feedback” not only allows you to improve your product or service and keep it relevant to their customers, but also using actual customer feedback is one of the most powerful and memorable ways to deliver staff training or praise. NP provides you with a constant stream of actionable customer feedback for use within your business.

4. Reward & accountability tool “what gets rewarded and celebrated gets repeated”

Employees do what is rewarded & celebrated, so by linking their compensation to NP movements you are rewarding the “right type” of behaviours as employees clearly see the direct link between improvements in NP and improvements in their rewards. It also holds people accountable for their actions as NP can be split by department, product, branch, location etc it makes it easy to allocate or determine accountability.

5. Action & alignment tool

NP data and customer feedback can be acted on, almost immediately, to make informed (not assumed) decisions about process changes, new or improved products and other innovations to create better experiences. In addition as NP is profit and growth based, yet highly visible and easy for employees and management to understand it is an ideal vehicle to align your other strategies behind.

6. Gap closing tool

NP helps you close 2 important gaps that continually stop businesses reaching their financial goals or potential, namely the gaps between:

“What the customer wants and what you offer” and

“What you promise and what you actually deliver”

The more you close these gaps the more successful you will be.

Other benefits include:

Reduces customer & employee churn

Loyal customers and employees stay with you longer and are more profitable so reducing churn is a sustainable way to grow your business. Especially as acquiring new customers and employees seems to get harder and more expensive each year. Consider the following:

A 5% lift in customer retention will actually result in an increase in profit in upwards of 30%.

It costs 6–7 times more to acquire a new customer than to keep an existing one.

It's simple and easy for everyone to understand

You don't need an in-house statistician to administer or explain it as NP is based around one simple idea—will your customers recommend your business, and why or why not.

Identifies “at risk” revenue and customers

Which gives you the chance to “put things right” before they leave and possibly badmouth you publically. Timely action has a high chance of turning unhappy customers around.

It can be benchmarked

Benchmarking your business either externally (against competitors or other industry players, but caution is advised) or internally (by department, product, branch, location etc) is easy as it is a standard measurement used by businesses worldwide. Also, because it's based around a single number it's easy to track your progress over time.

Gives your customers a voice

You no longer have to “assume” you know what customers want or think about your business as they will have an avenue to tell their story, in their words – and better they tell you than broadcast it on social media. NP passes the microphone to your customers!

Find out how to get these benefits working in your business today

Contact Dave on 021 975901 or david@profithub.co.nz to make an enquiry