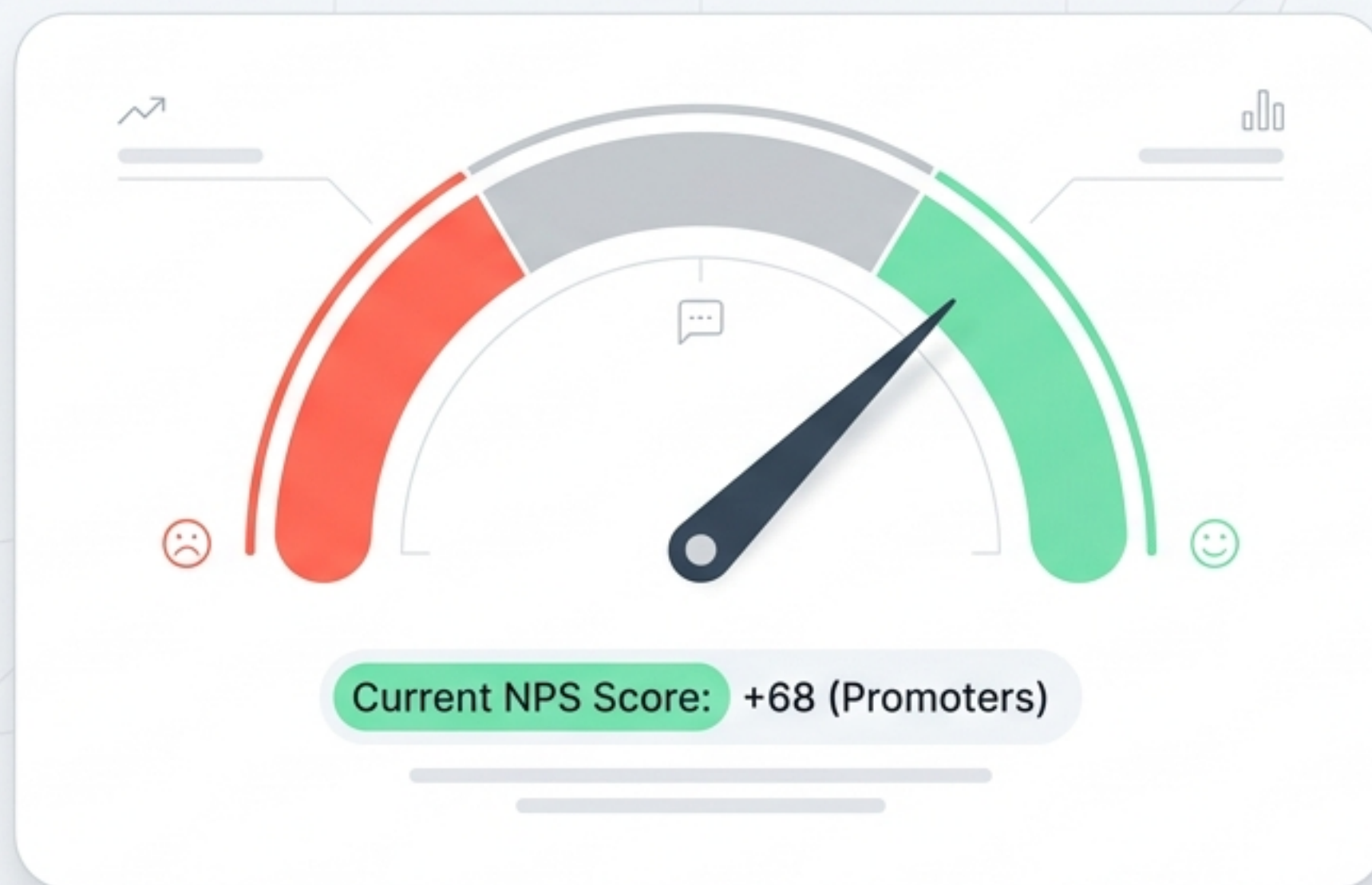


The NPS Strategic Playbook

A strategic guide to measuring, understanding, and driving customer loyalty.



Distilling complex sentiment into a single trackable metric

Developed by Fred Reichheld, 2003.

On a scale from 0 to 10, how likely are you to recommend our company to a friend or colleague?

0	1	2	3	4	5	6	7	8	9	10
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This single, highly targeted question replaces complex, multi-page satisfaction surveys to provide a clear, real-time snapshot of brand loyalty.

The three archetypes of customer loyalty

Detractors (0-6)

Sentiment
Dissatisfied.

Behavioral Trait
Reputational risk; prone to sharing negative experiences.

Required Action
Immediate rescue and operational correction.

Passives (7-8)

Sentiment
Satisfied but unenthusiastic.

Behavioral Trait
Vulnerable to competitors; lack brand passion.

Required Action
Nurture and convert to advocates.

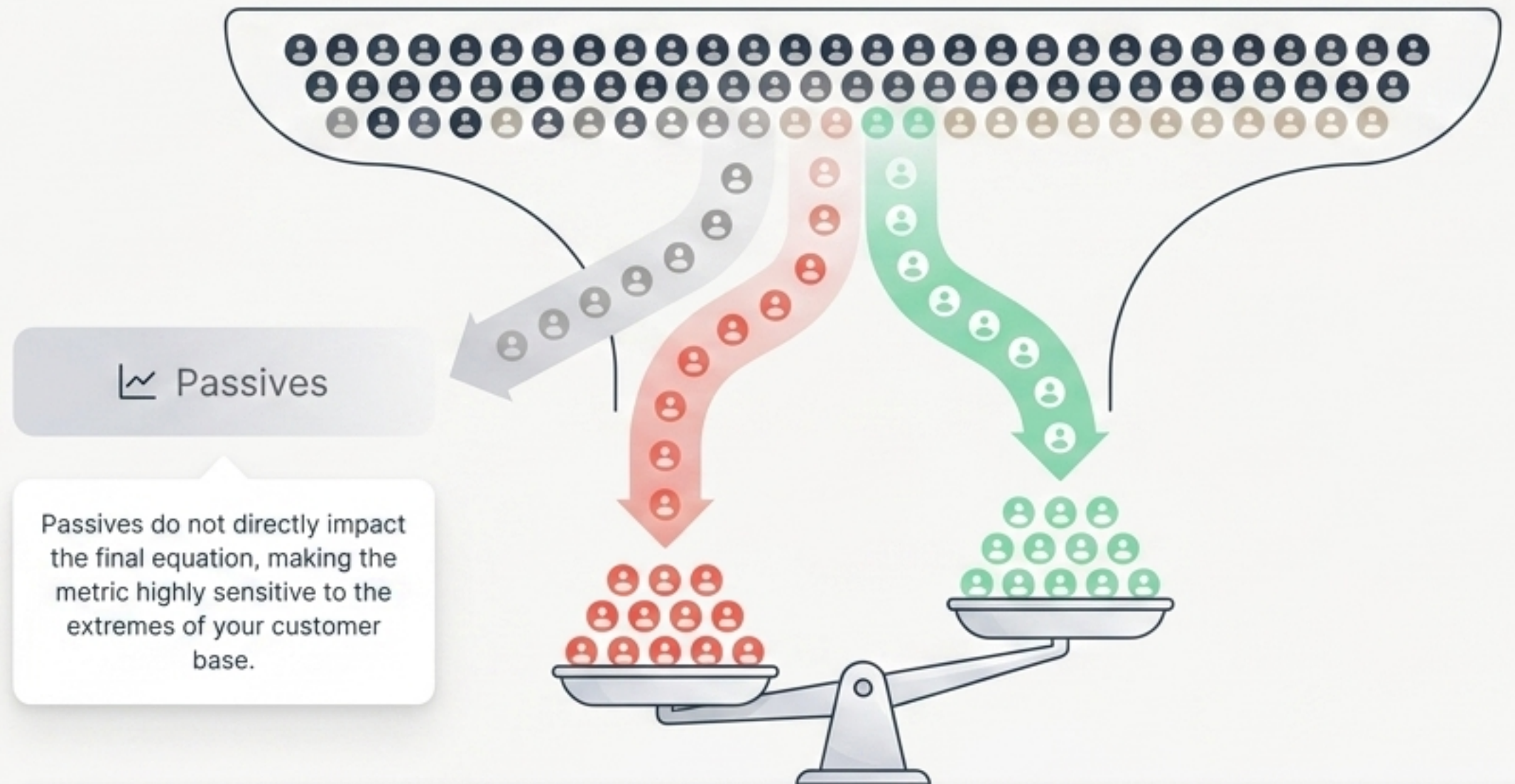
Promoters (9-10)

Sentiment
Highly loyal.

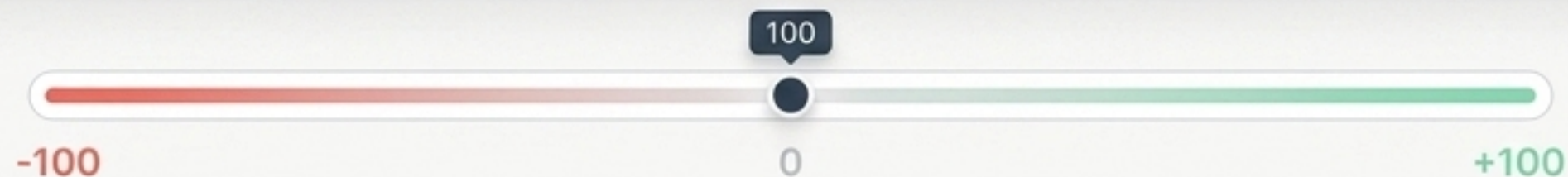
Behavioral Trait
Brand advocates; refer new business.

Required Action
Amplify feedback and drive organic growth.

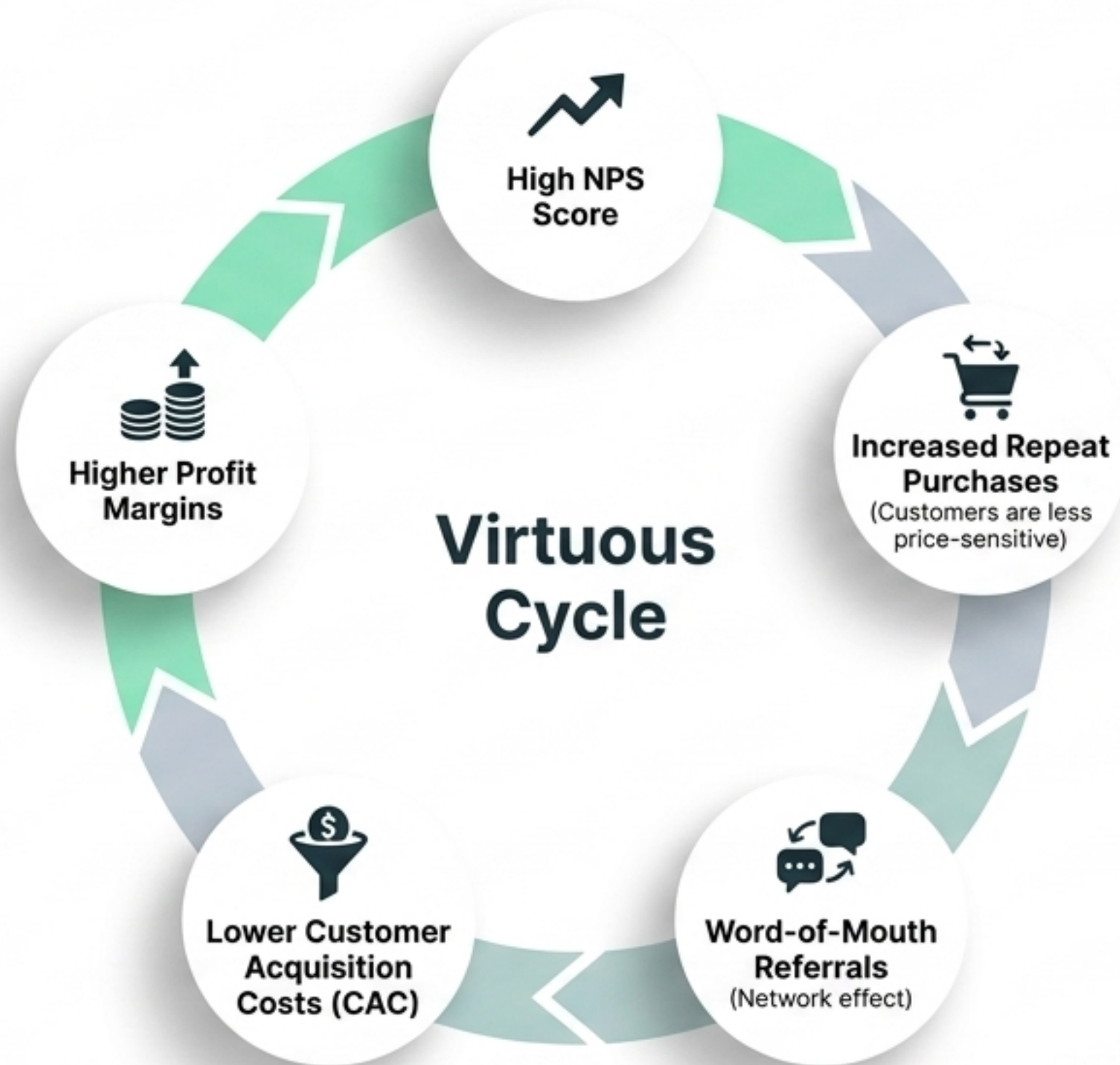
Calculating the net balance of customer advocacy



$$[\% \text{ Promoters}] - [\% \text{ Detractors}] = \text{NPS Score}$$



High advocacy directly correlates with accelerated revenue growth



“

Brands like Apple cultivate a loyal following by using this feedback loop to build trust that withstands competitive pressures.

Leveraging survey data to drive operational improvements



The Detractor Track



Analyze

Uncover specific pain points (e.g., long support wait times, difficult website navigation).



Execute

Fix underlying operations.



Result

Rebuild trust and convert to Passives.



The Promoter Track



Analyze

Identify winning features and service strengths.



Execute

Amplify these strengths in marketing campaigns.



Result

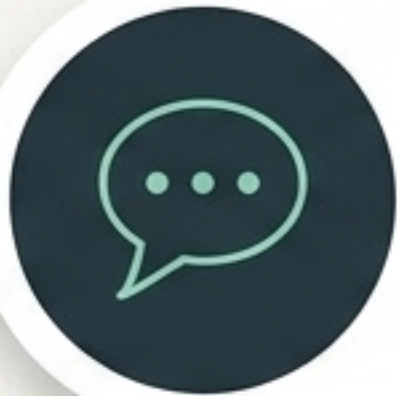
Fuel organic customer acquisition.

Three pillars to elevate customer satisfaction



Exceptional Service.

Implement robust training emphasizing empathy, product knowledge, and autonomous problem-solving.



Clear Communication.

Establish frictionless channels for customers to voice concerns, allowing teams to resolve issues before they escalate.



Active Listening.

Move beyond the initial survey. Engage with follow-ups to demonstrate that customer voices directly influence real-time product adjustments.

Critical system alerts for implementation



The Dead End Alert

Collecting survey data without making visible changes creates customer disillusionment. If you ask, you must act.



The Fatigue Alert

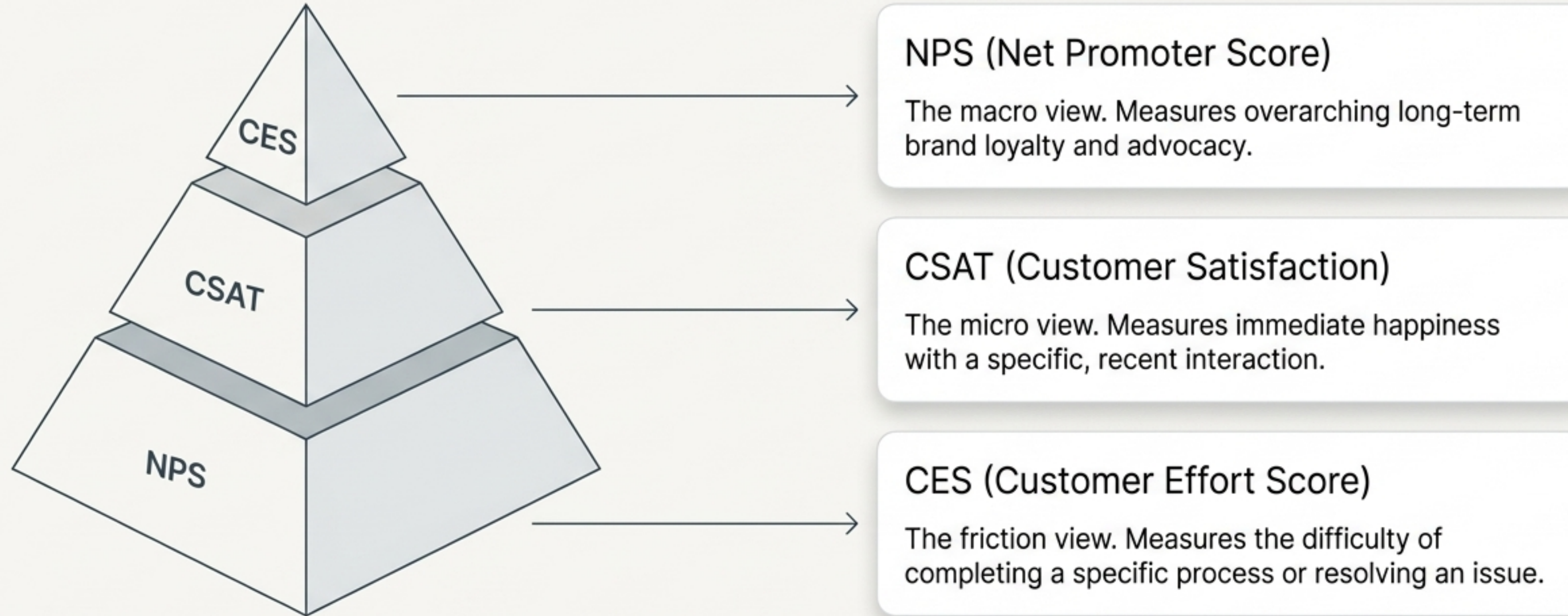
Bombarding users with prompts leads to survey fatigue, plummeting response rates, and skewed data.



The Isolation Alert

Relying on NPS as the absolute only measure of success creates a dangerous blind spot in understanding the complete customer journey.

NPS is the compass, not the entire map



For a comprehensive diagnostic view, use NPS to track your long-term destination, while using CSAT and CES to navigate the daily terrain.