

Net Promoter

A Recession Proof Growth Strategy



Lake Wobegon

Purple Cows



Bad Profits

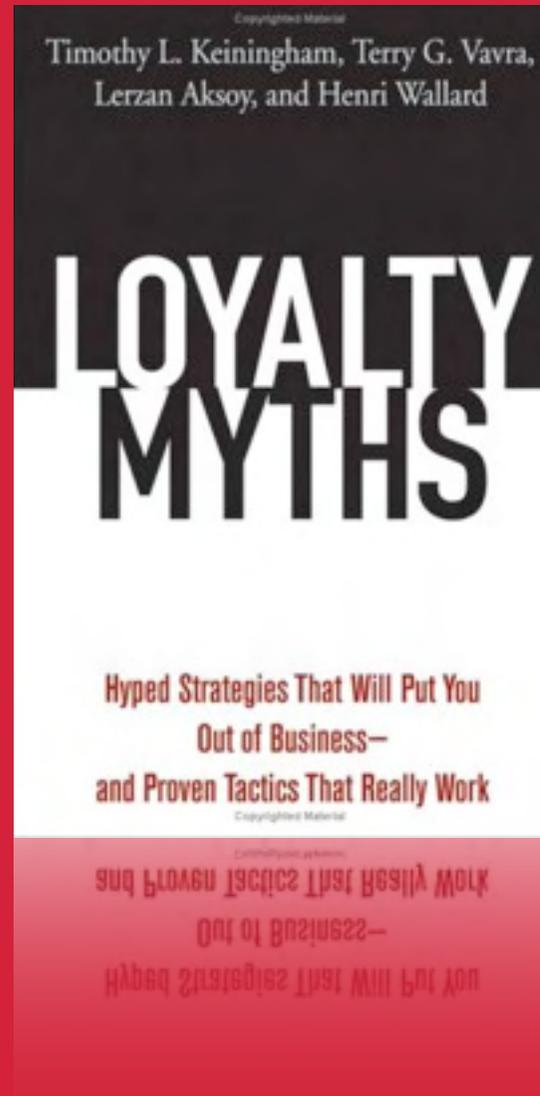
Red Queens

Hello, we're clickadvisor, a new digital insight agency that uses online brainstorming techniques to generate insight for innovation

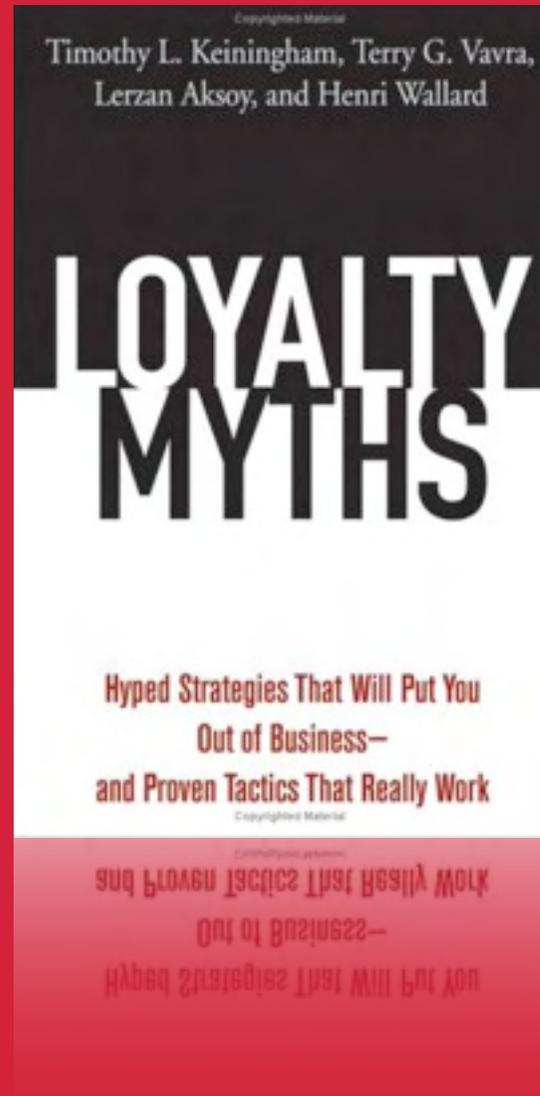
clickadvisor The logo for clickadvisor, featuring the word "clickadvisor" in a lowercase, sans-serif font. The letter "i" in "advisor" has a dot that is a speech bubble. Below the "i" is a small, white, curved line that resembles a smile or a speech bubble tail.

We use Net Promoter
as an insight engine

Loyalty



Loyalty \neq Profitability



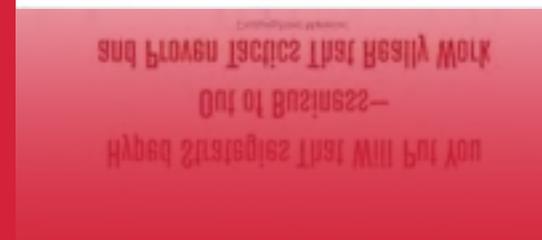
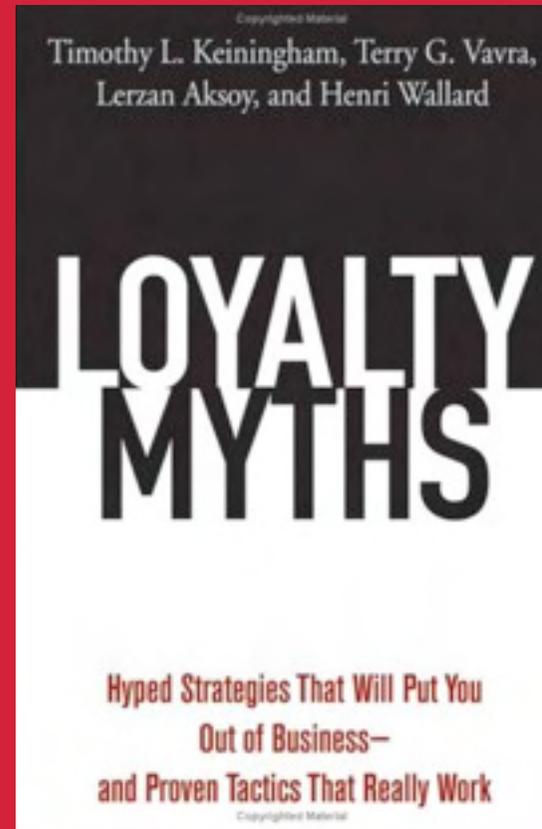
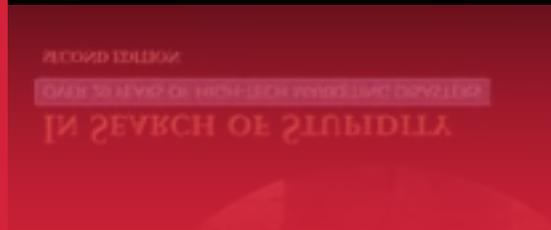
Satisfaction

≠

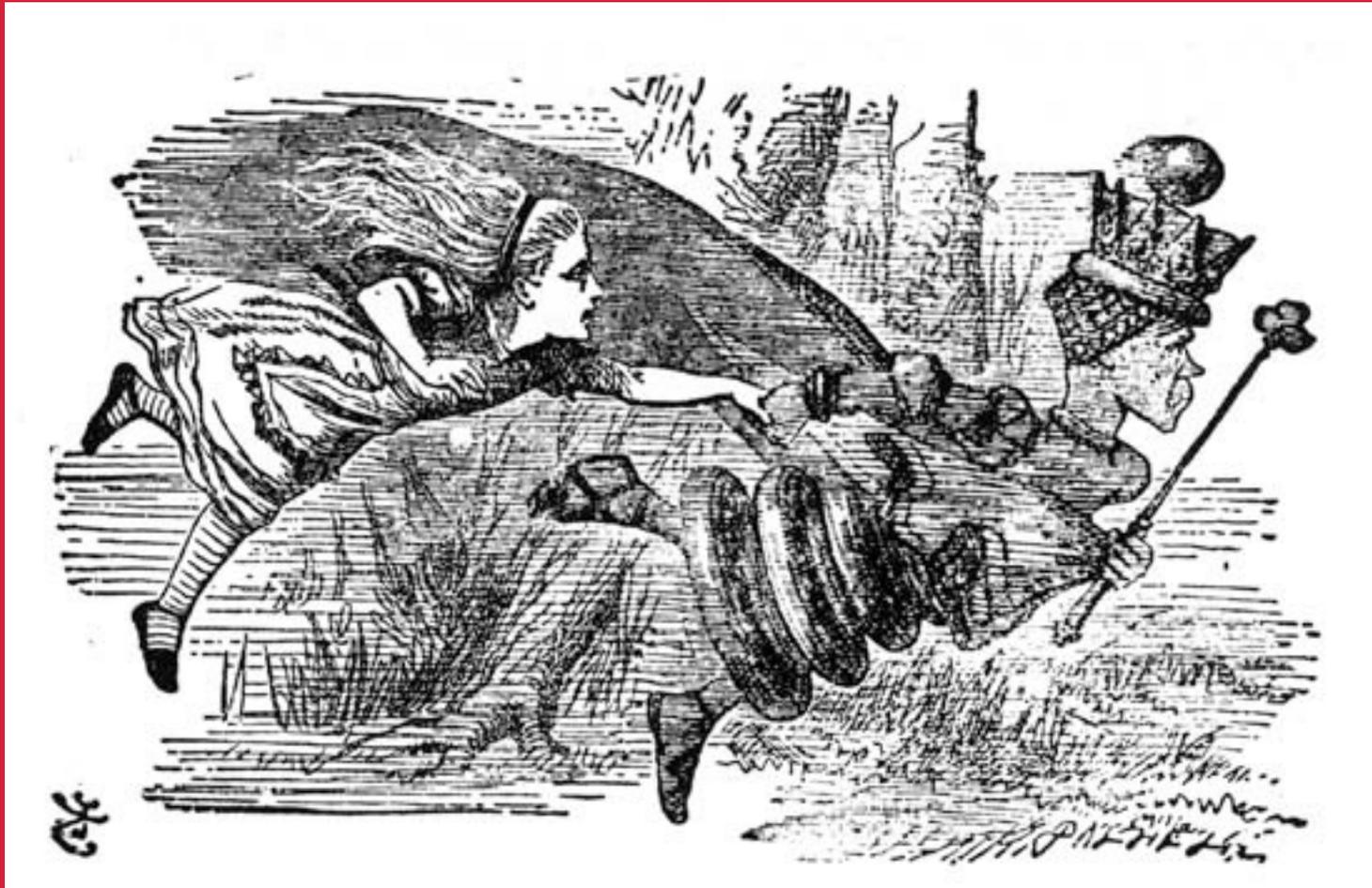
Loyalty

≠

Profitability

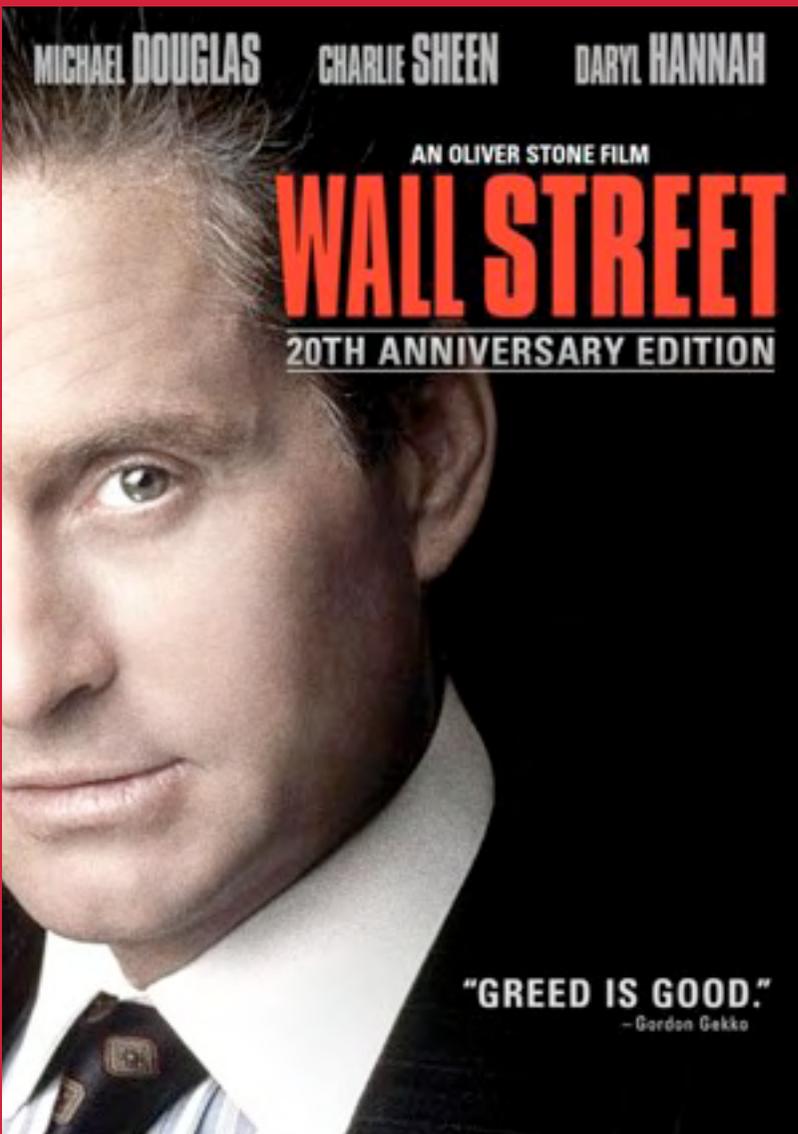


The Red Queen Effect





IF YOU WANT LOYALTY, GET A DOG



Bad Profits

Telecoms - Customers can't get Best Deals

Hotels - Phone Bills > Room Charge

Airlines - Change Fees

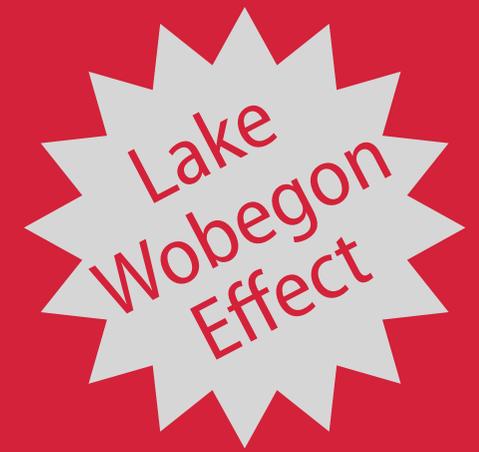
Trains - SLA - what SLA?

Music - DRM - It's yours but...

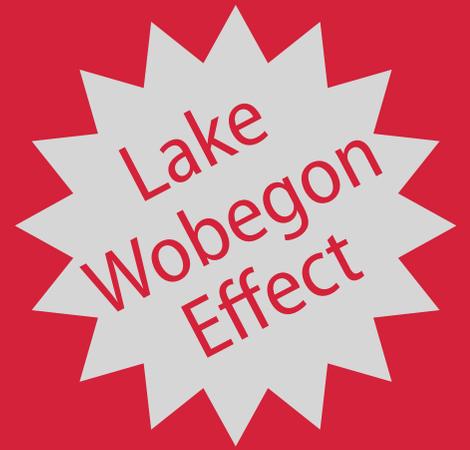
Car Hire - Refilling costs

Utilities - What goes up stays up

Lake
Wobegon
Effect



80% of CEOs believe their firm offers a superior product...



80% of CEOs believe their firm
offers a superior product...

...8% of their
customers agree



Profit vs. Experience

Good Profits and Sustainable Growth



Profit vs. Experience

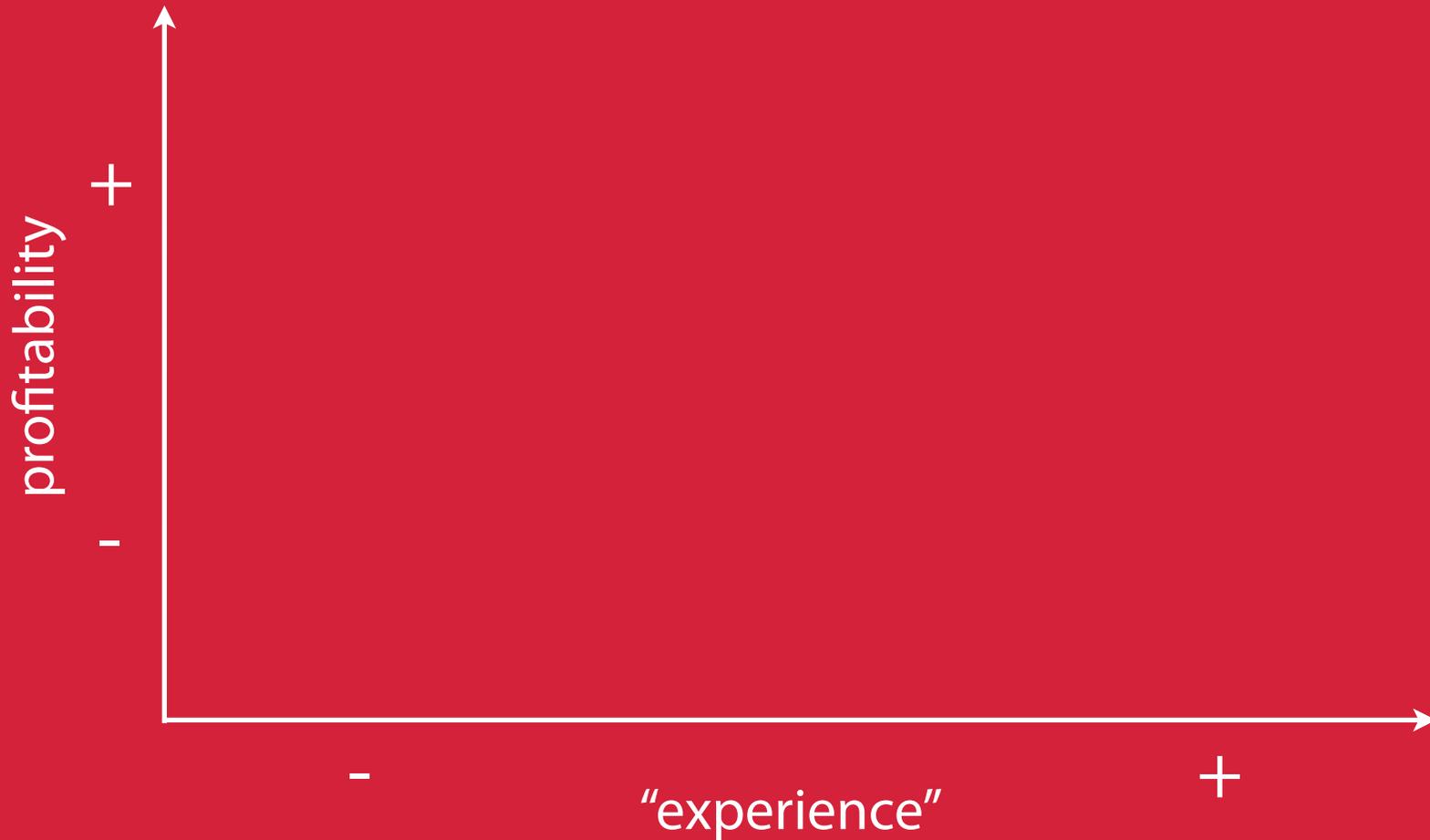
Good Profits and Sustainable Growth





Profit vs. Experience

Good Profits and Sustainable Growth





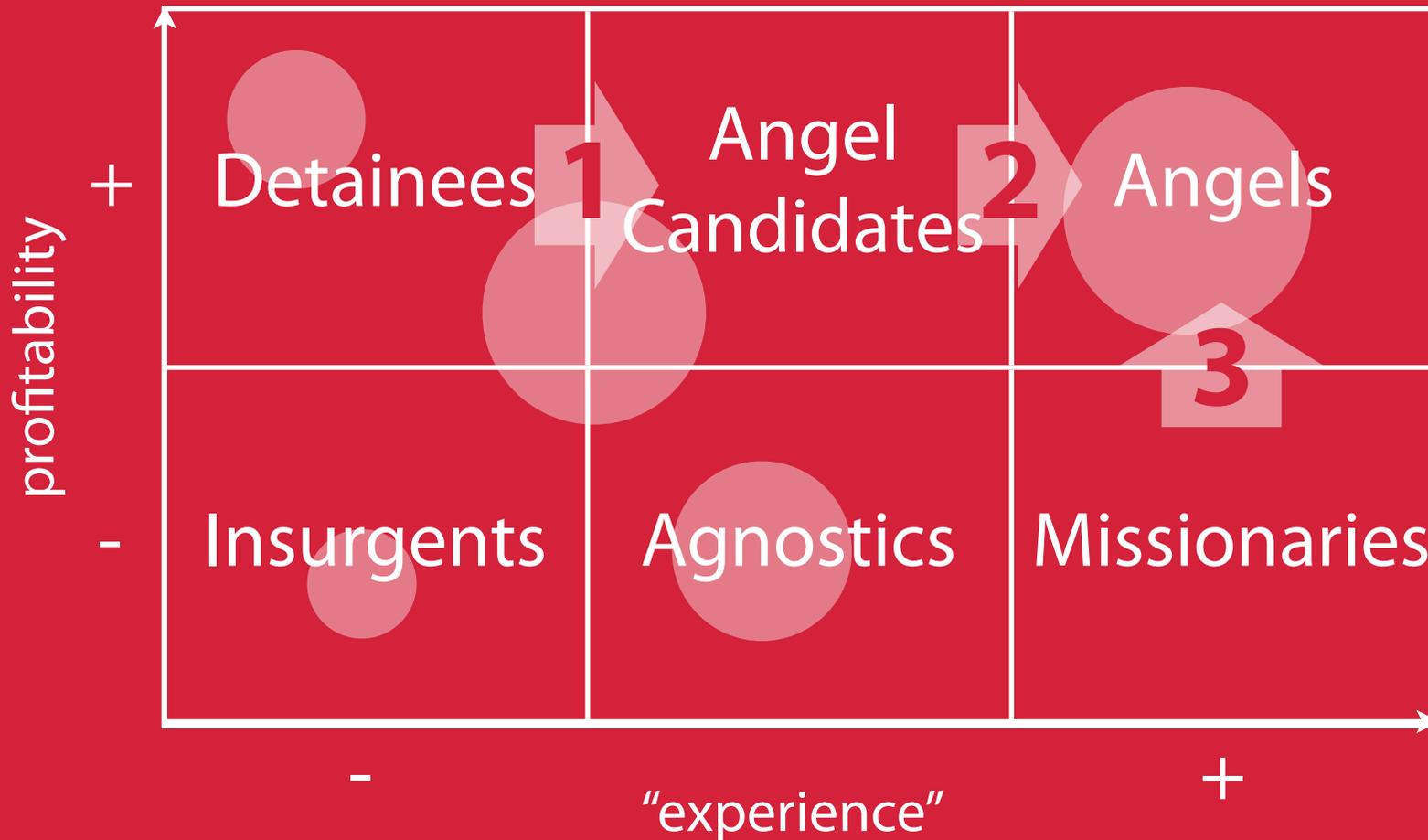
Profit vs. Experience

Good Profits and Sustainable Growth



Profit vs. Experience

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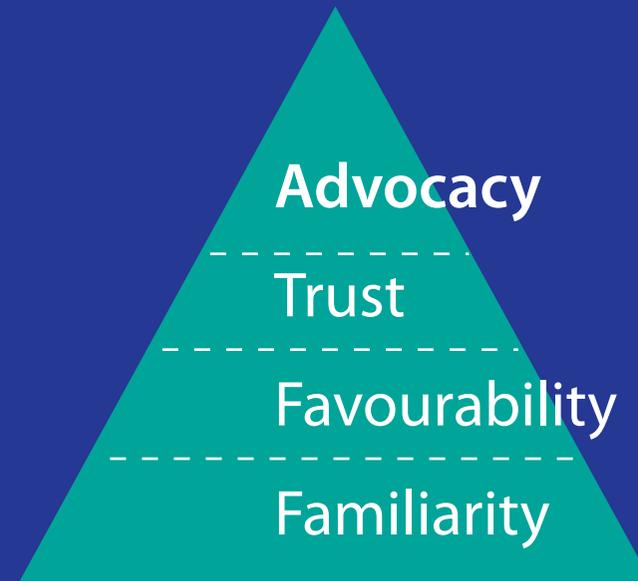




RECOMMENDATIONS ARE A GOOD PROXY FOR EXPERIENCE
80% OF RECOMMENDATIONS TRIGGERED BY EXPERIENCE



Ipsos



IPsOS Reputation Pyramid

“Our work shows that there is a strong correlation between an organisation's reputation and its ability to successfully market to consumers”

IPsOS 2008

RECOMMENDATIONS ARE A GOOD PROXY FOR EXPERIENCE
CUSTOMER ADVOCACY DRIVES REPUTATION



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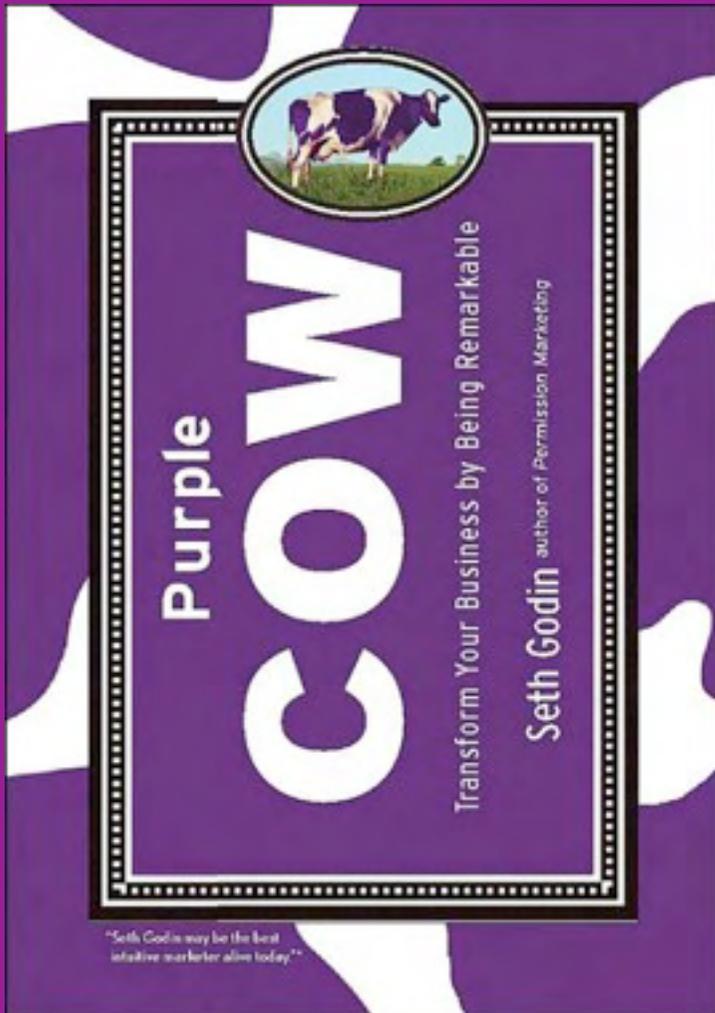


The most recommended
product in it's category grows
2.5x category average

WEBER SHANDWICK

Advocacy starts here.

“1 in 3 people come to a
brand through personal
recommendation”



“Something remarkable is worth talking about. Worth noticing. Exceptional. New. Interesting. It’s a Purple Cow. Boring stuff is invisible. It’s a brown cow. . . . Remarkable marketing is the art of building things worth noticing right into your product or service.”

Seth Godin

Radical Simplicity



RECOMMENDATIONS ARE SIMPLE TO UNDERSTAND,
MEASURE AND COMMUNICATE



Profit vs. Experience

Good Profits and Sustainable Growth

Low

Neutral

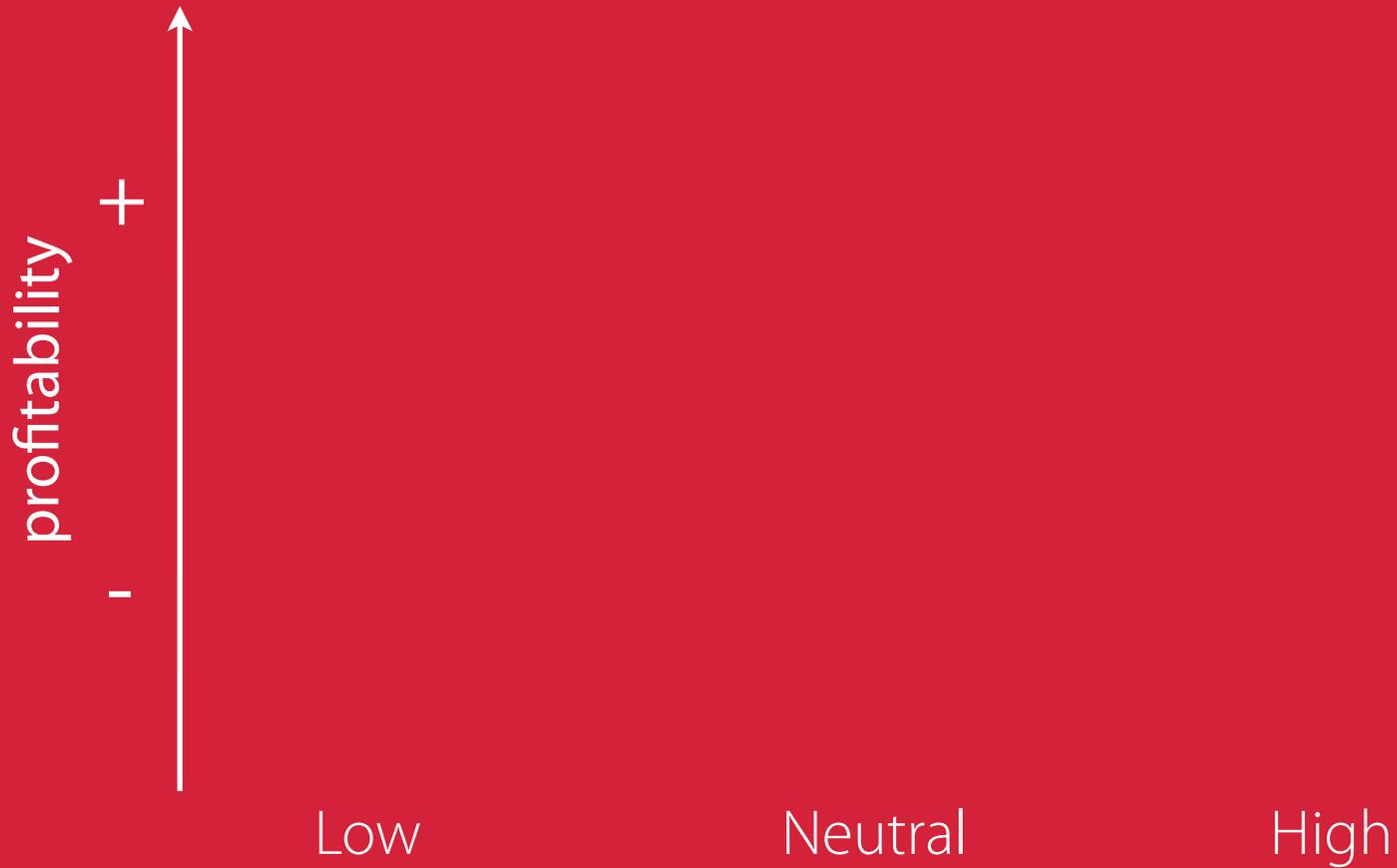
High





Profit vs. Experience

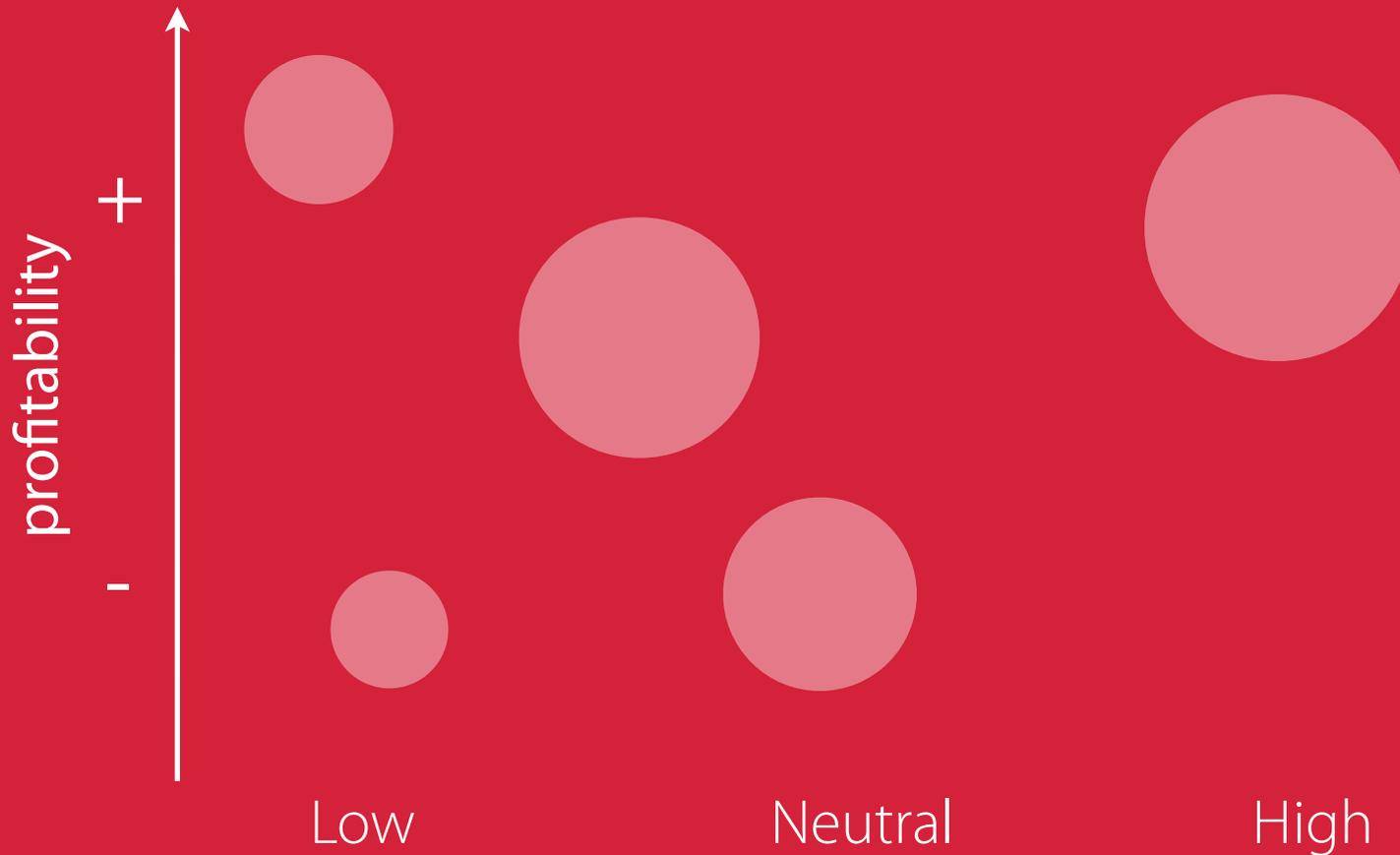
Good Profits and Sustainable Growth





Profit vs. Experience

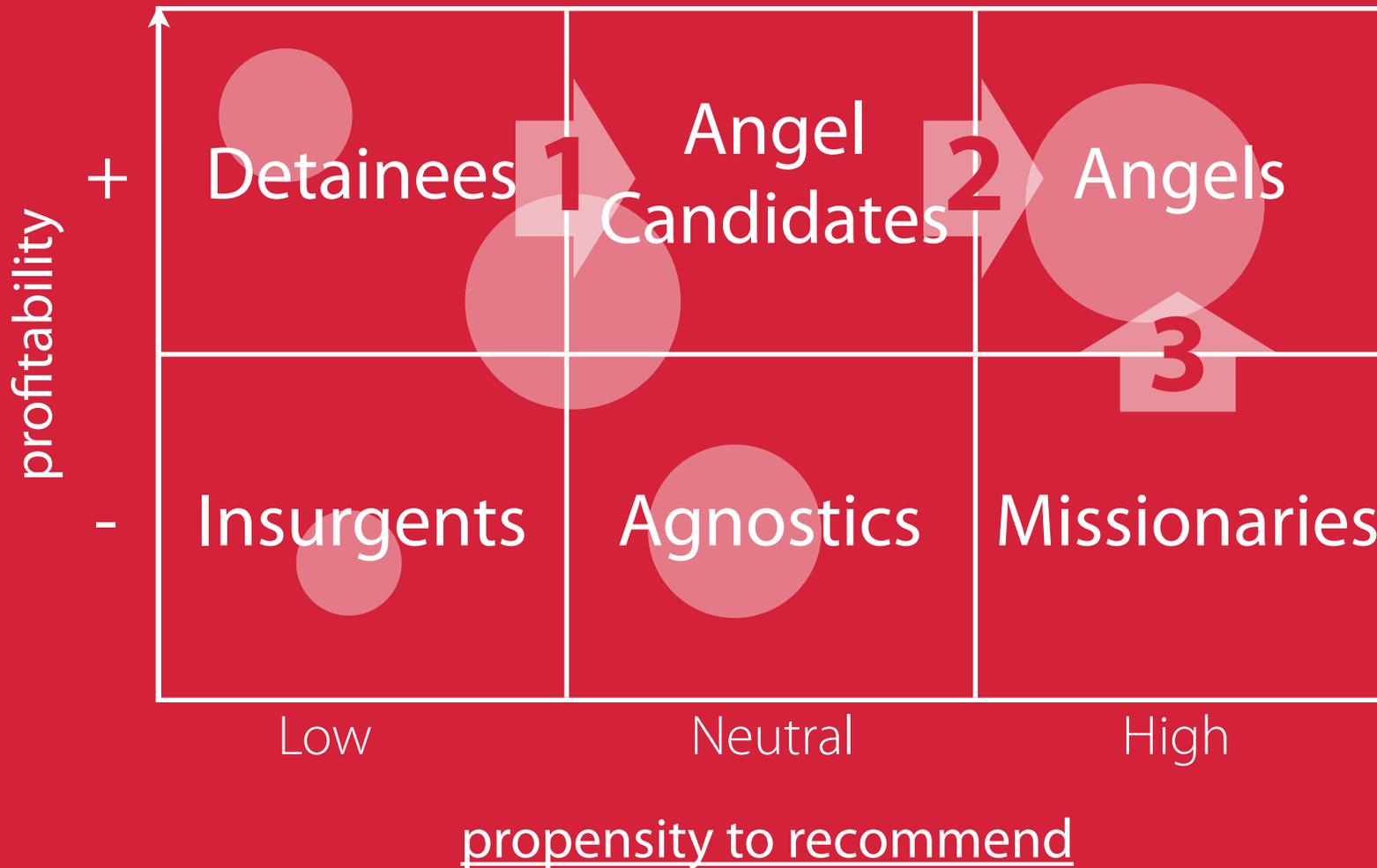
Good Profits and Sustainable Growth





Profit vs. Experience

Good Profits and Sustainable Growth



Propensity to Recommend

How likely would you be to recommend us to a friend?

Please rate us on a scale of 0-10 where 0 = Extremely Unlikely and 10 = Very Likely

Promoters	259	54%
Passives	160	-
Detractors	64	13%
	<u>483</u>	= 41% (NPS)



Propensity to Recommend

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Promoters 259 54%

Passives 160 -

Detractors 64 13%

483

= 41% (NPS)



Propensity to Recommend

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Detainees + Insurgents
= Detractors

Angels + Missionaries
= Promoters

Promoters 259 54%

Passives 160 -

Detractors 64 13%

483

= 41% (NPS)

clickadvisor

Propensity to Recommend

How likely would you be to recommend us to a friend?

Please rate us on a scale of 0-10 where 0 = Extremely Unlikely and 10 = Very Likely

What's the one thing we could do to most improve our score?

—————> Tag & Vote

Net Promoter is a Customer-focused Growth Strategy

Good Profits and Sustainable Growth

Priority 1
Priority 2
Priority 3

Low

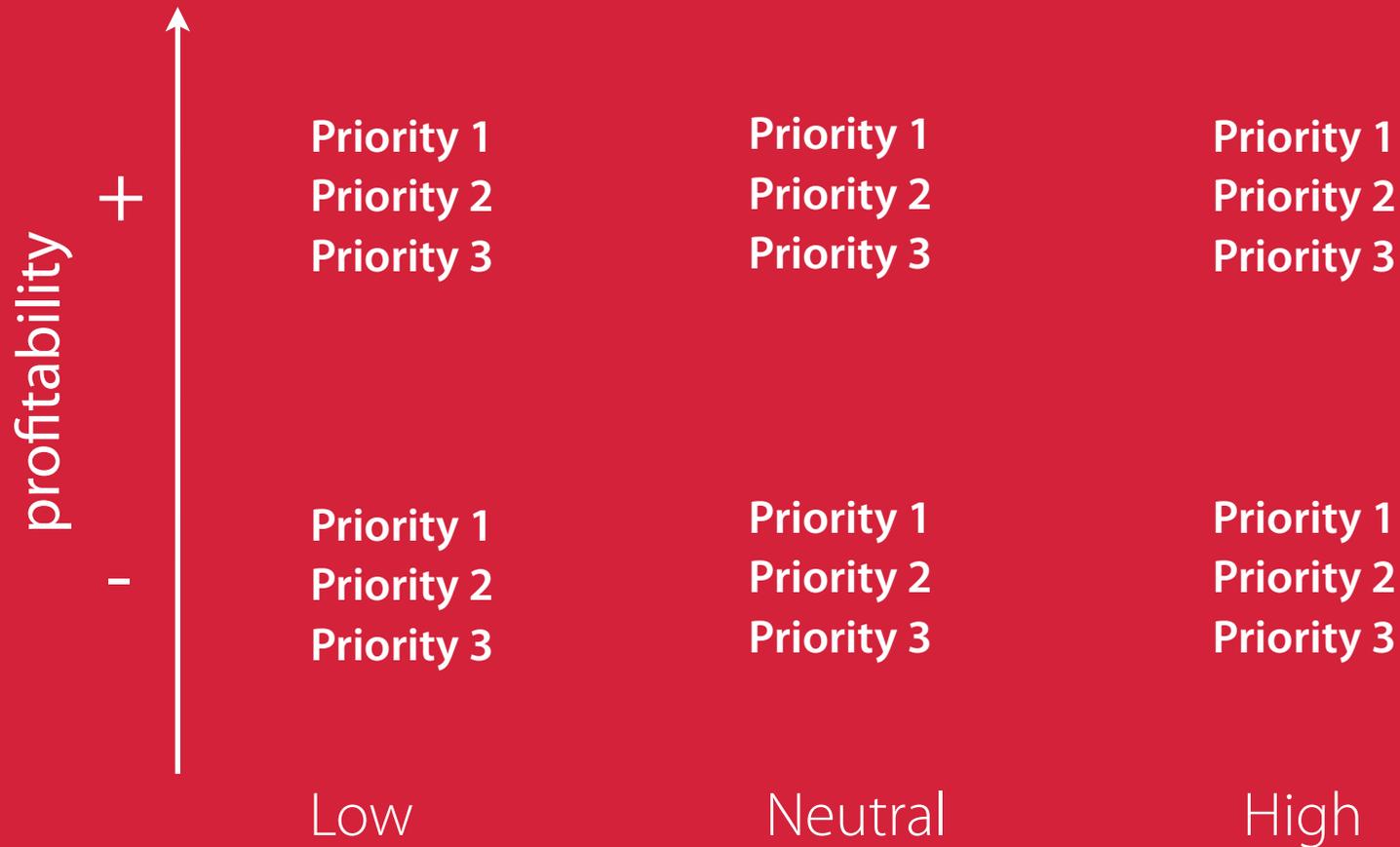
Neutral

High



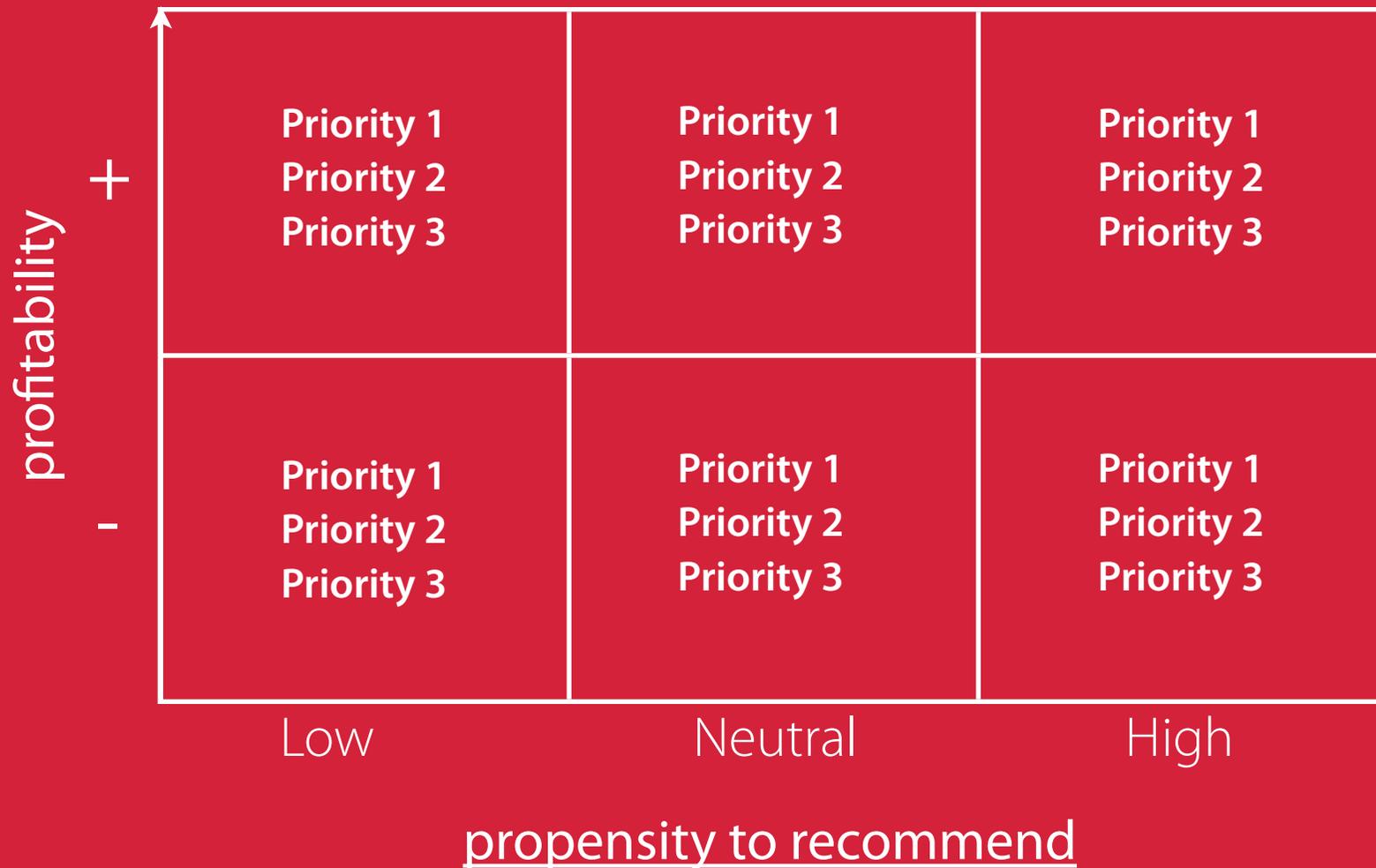
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Good Profits and Sustainable Growth



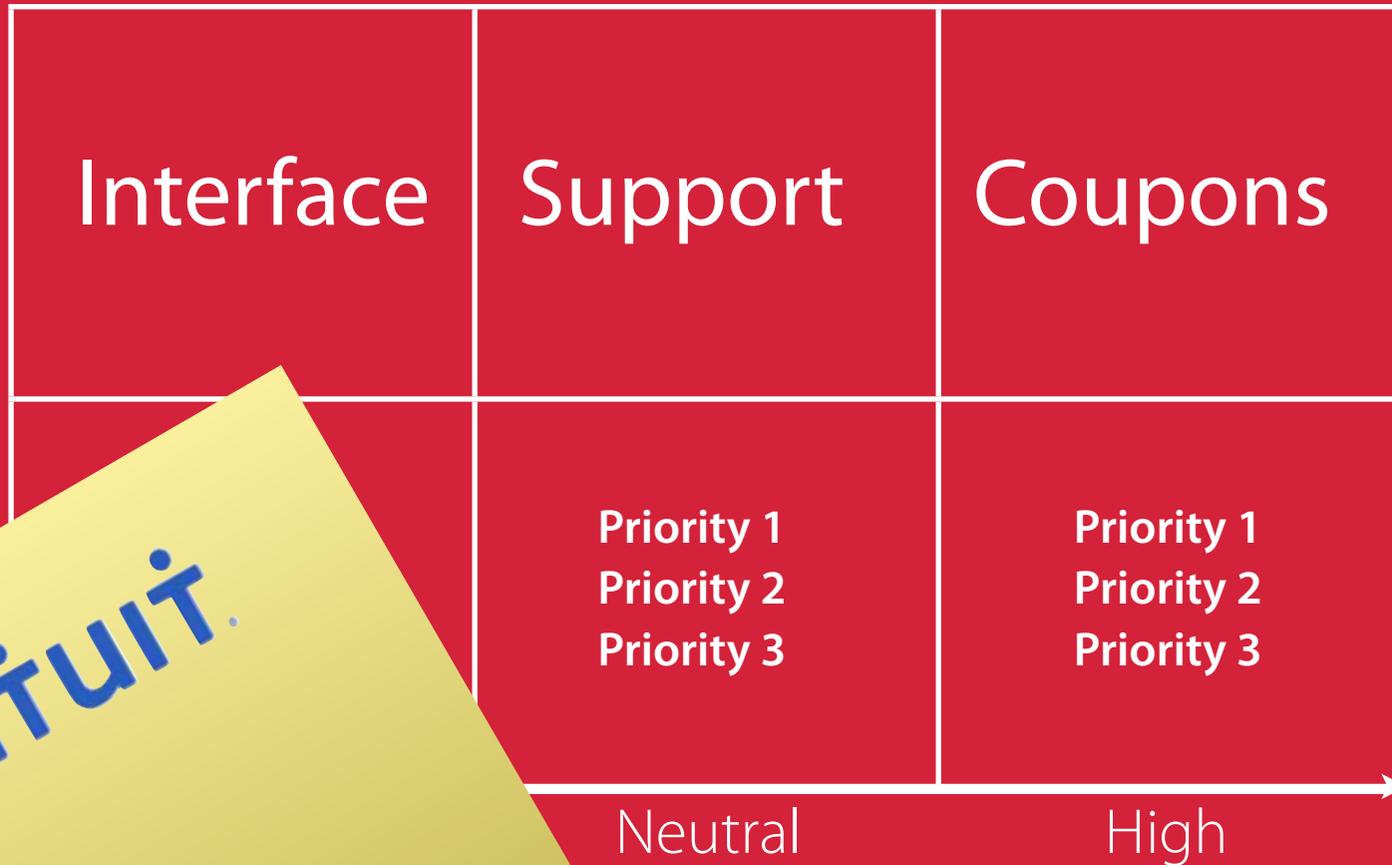
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Good Profits and Sustainable Growth



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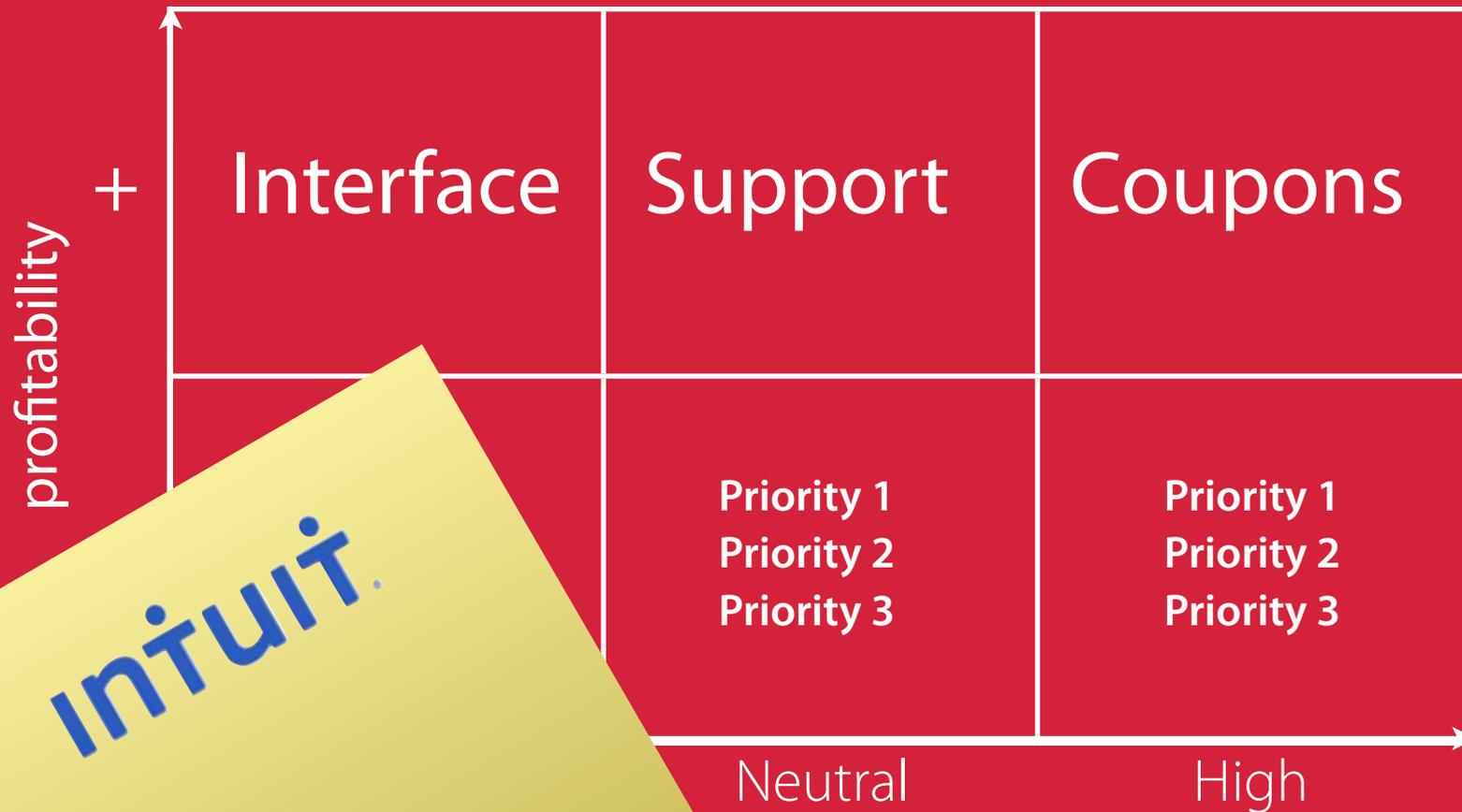


Intuit.

clickadvisor

Net Promoter is a Customer-focused Growth Strategy

Good Profits and Sustainable Growth

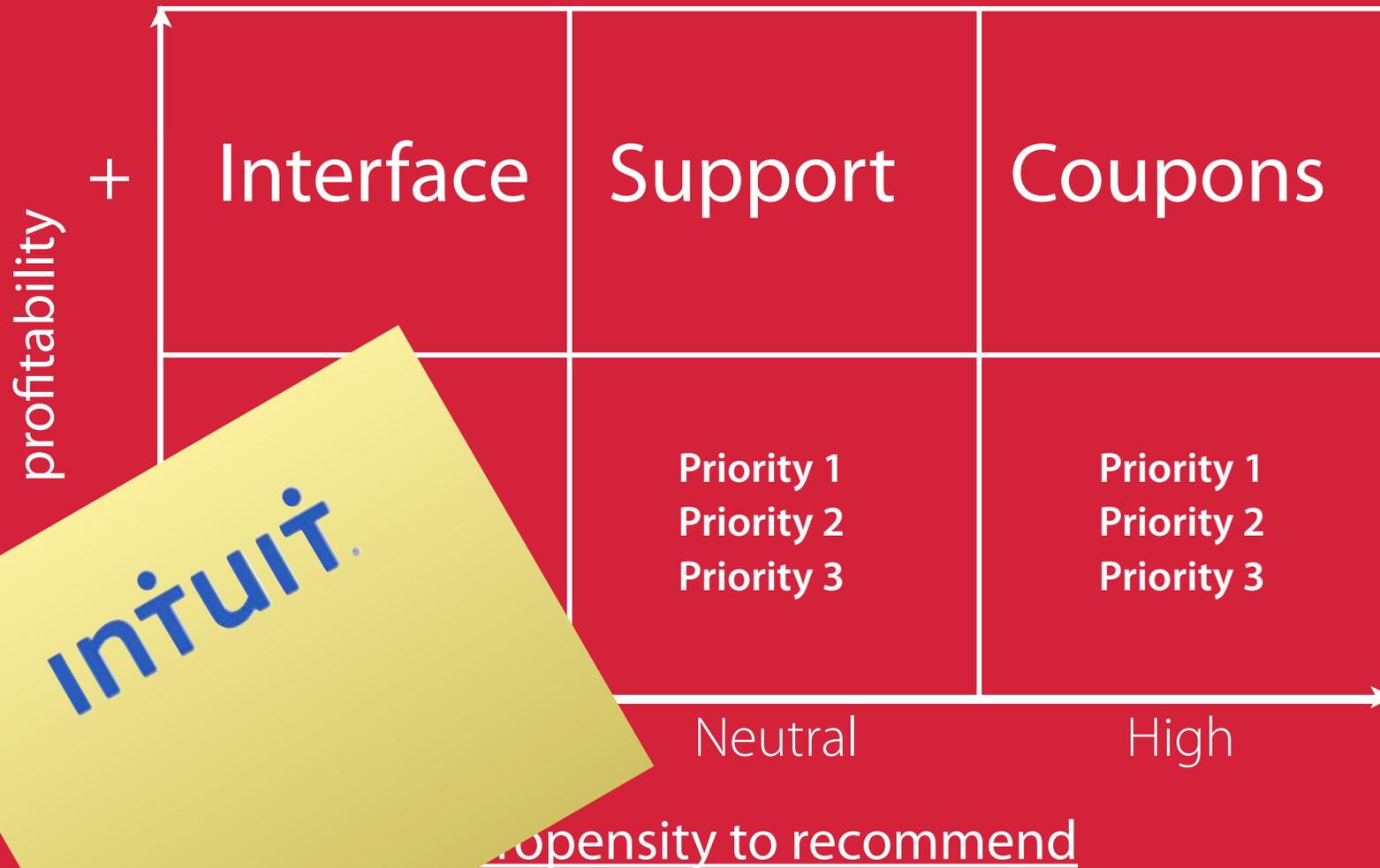


intuit.

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Good Profits and Sustainable Growth

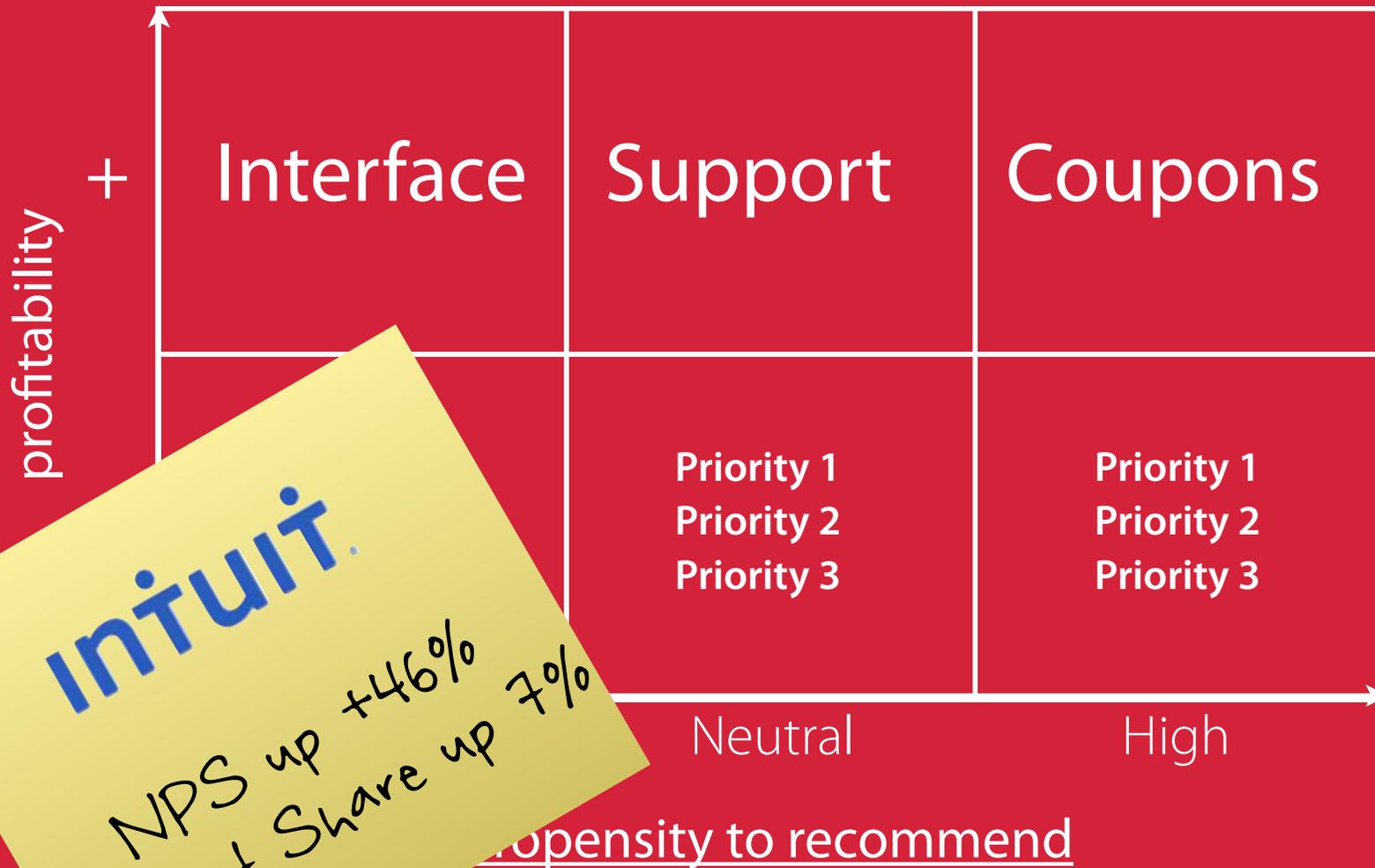


Intuit.

clickadvisor

Net Promoter is a Customer-focused Growth Strategy

Good Profits and Sustainable Growth



Intuit.

NPS up +46%
Market Share up 7%

clickadvisor

Net Promoter is a Customer-focused Growth Strategy

Good Profits and Sustainable Growth

How likely would you be to recommend us to a friend?

Please rate us on a scale of 0-10 where 0 = Extremely Unlikely and 10 = Very Likely

What's the one housework tip you'd most likely recommend to a friend?

→ Tag & Vote



Market-led
Innovation

clickadvisor

Net Promoter is a Customer-focused Growth Strategy

Good Profits and Sustainable Growth

How likely would you be to recommend us to a friend?

Please rate us on a scale of 0-10 where 0 = Extremely Unlikely and 10 = Very Likely

What's the one thing we could do to most improve our score?



DeLaRue

£38M

productivity gains
NPS up 68%



Hardwiring the Voice
of the Customer into
Growth Strategy

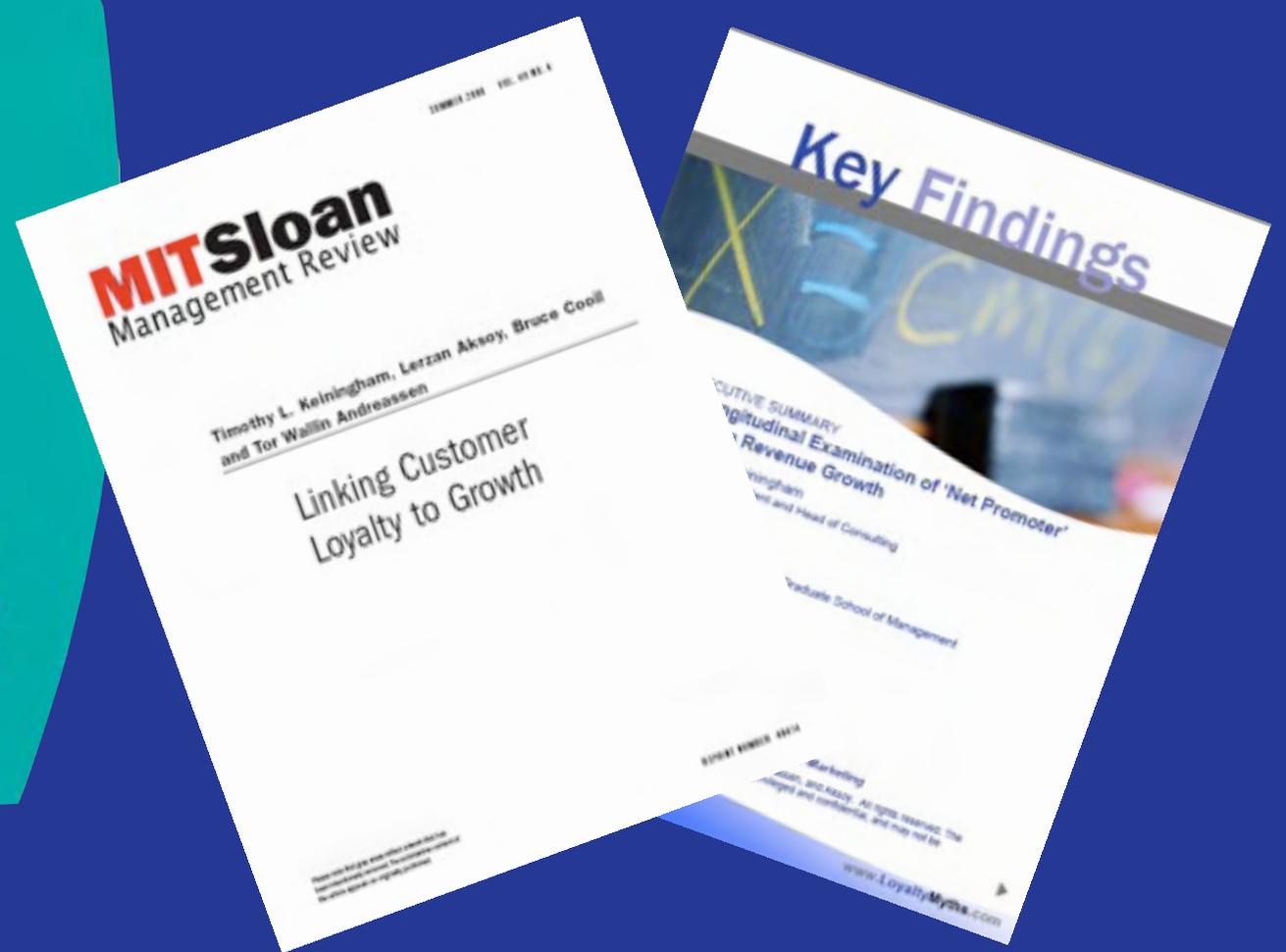
Radical Simplicity



ONE NUMBER, ONE GOAL - NET PROMOTER USES RADICAL SIMPLICITY TO
HARDWIRE THE VOICE OF THE CUSTOMER INTO YOUR GROWTH STRATEGY



Ipsos



“The authors found that the linkage between the Net Promoter Score and subsequent customer behavior was modest at best; models based on multiple variables consistently outperformed models based on Net Promoter”

NET PROMOTER CAN'T BEAT MULTIVARIATE MODELS AS A FORECASTING TOOL

Radical Simplicity



BUT A NET PROMOTER STRATEGY CAN ALIGN AN ORGANISATION AROUND CUSTOMER-FOCUSED GROWTH

Thanks to promoterz.com for the analogy



AND ONE MORE THING, A NET PROMOTER STRATEGY FUTURE-PROOFS YOUR ORGANISATION BY HARNESSING POWERFUL FREE MEDIA: PEOPLE MEDIA

Thanks to promoterz.com for the analogy

PEOPLE ARE GETTING BETTER THAN EVER AT IGNORING YOU



AND PRODUCT CLUTTER MAKES CUTTING THROUGH EVER MORE DIFFICULT



AND PRODUCT CLUTTER MAKES CUTTING THROUGH EVER MORE DIFFICULT

76% don't
believe you





A NET PROMOTER GROWTH STRATEGY WILL CUT THROUGH THE CLUTTER..

92%
% of consumers who
rate word of mouth
best source of
information
NOP World 2005

A NET PROMOTER GROWTH STRATEGY WILL CUT THROUGH THE CLUTTER...

A photograph of a busy city street, likely in London, showing a large crowd of people walking. In the background, there are red double-decker buses and buildings. A yellow sticky note is overlaid on the top right corner of the image.

#1
Customer Advocacy
is #1 influence on
purchase decisions
(Weber Shandwick 2008)

A NET PROMOTER GROWTH STRATEGY WILL CUT THROUGH THE CLUTTER...

A photograph of a busy city street, likely in London, showing a large crowd of people and several red double-decker buses. The street is lined with buildings, some with shops like 'KOOKAI' and 'JD SPORTS'. A yellow sticky note is overlaid on the left side of the image.

91%
% likely to try a new
product or service if
personally
recommended to them
NOP World 2005

A NET PROMOTER GROWTH STRATEGY WILL CUT THROUGH THE CLUTTER..



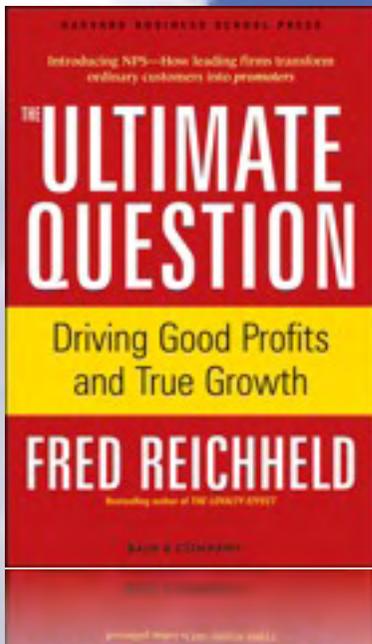
56
Average brand
mentions in
conversation per week
(Keller Fay 2006)

A NET PROMOTER GROWTH STRATEGY WILL CUT THROUGH THE CLUTTER...



This Space
for Hire

A NET PROMOTER GROWTH STRATEGY WILL CUT THROUGH THE CLUTTER...



...BY IGNITING WORD OF MOUTH NETWORKS

Net Promoter as Credit-Crunch Proof Growth Strategy

Beating the credit crunch by activating promoters

Low

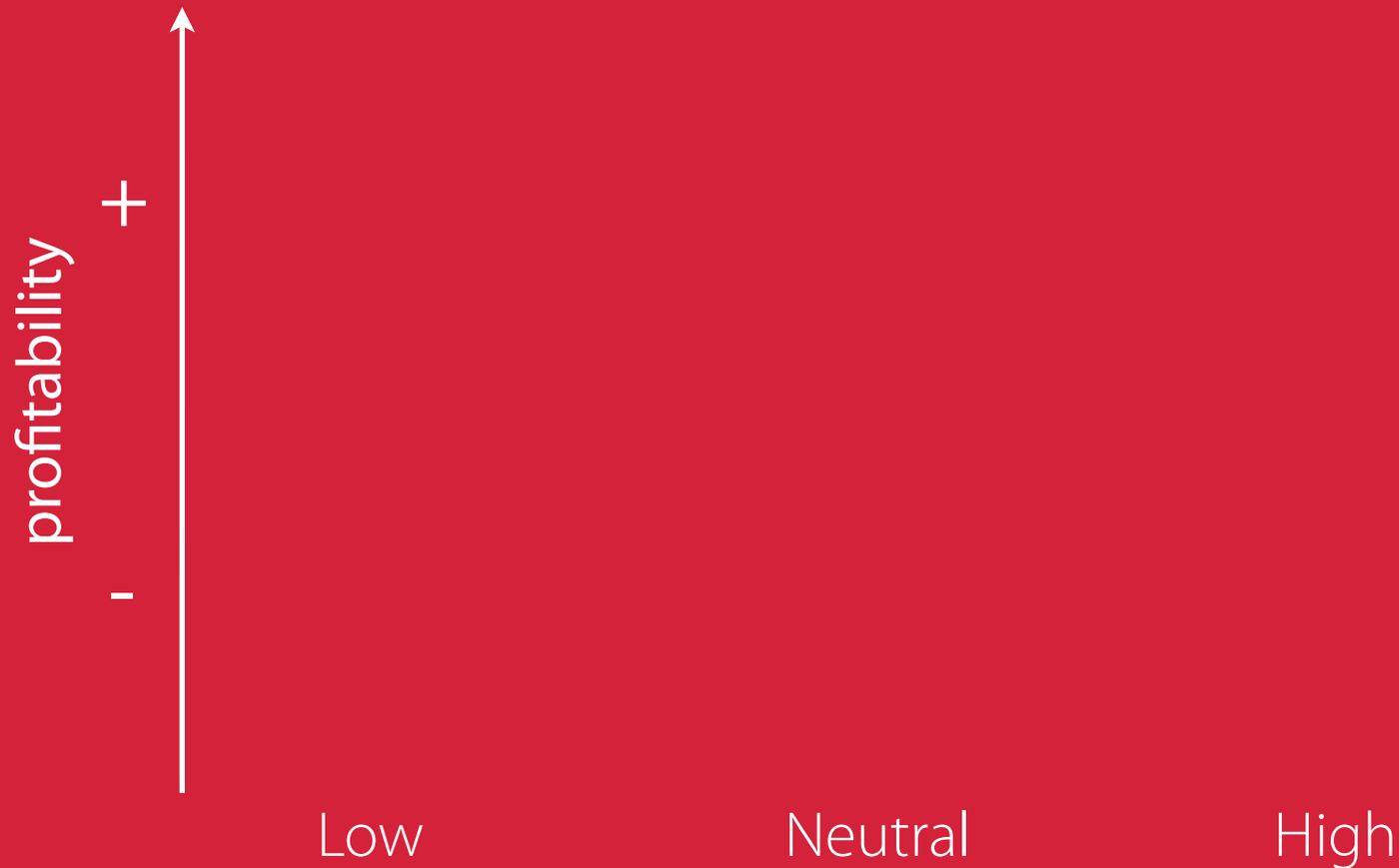
Neutral

High



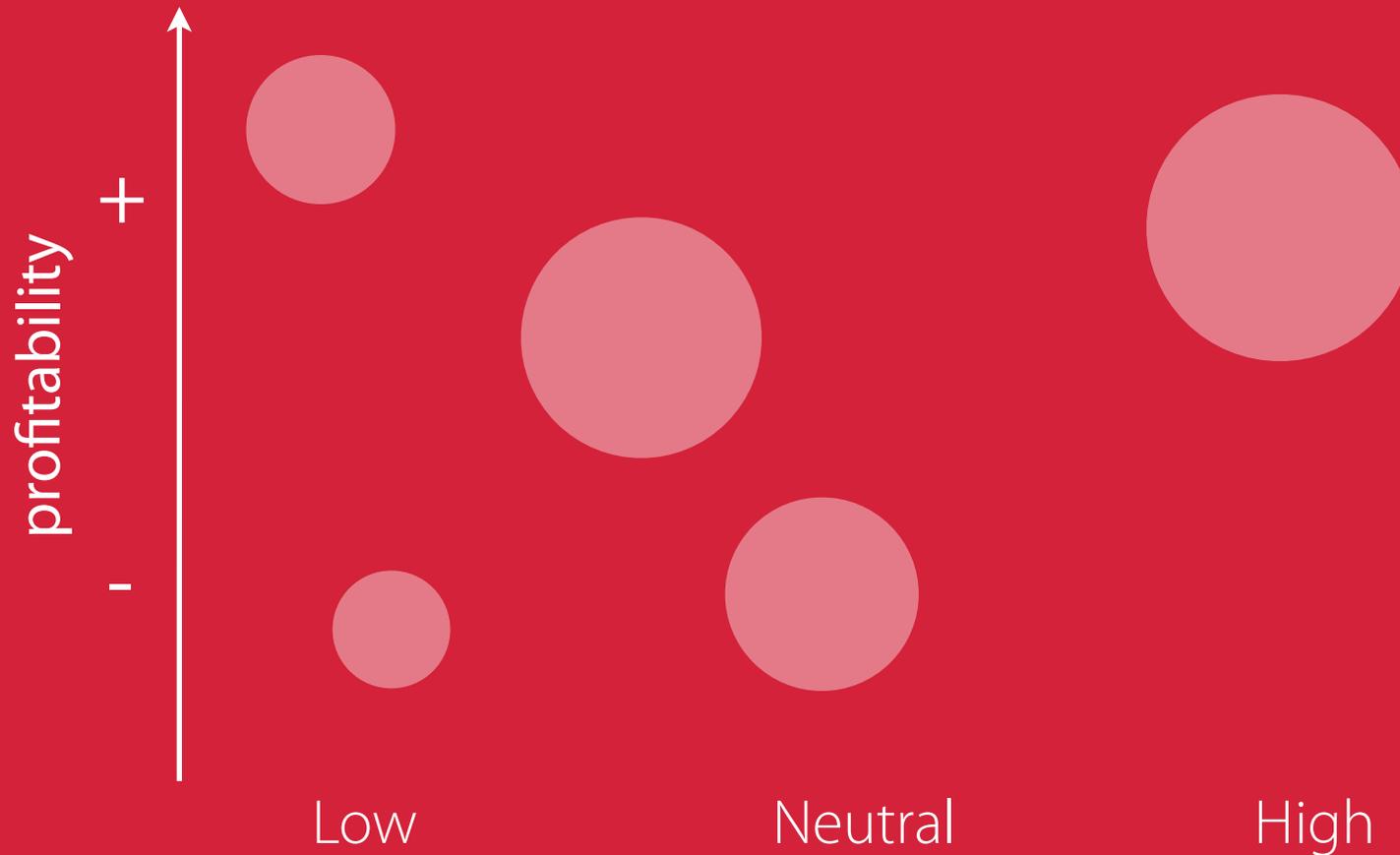
Net Promoter as Credit-Crunch Proof Growth Strategy

Beating the credit crunch by activating promoters



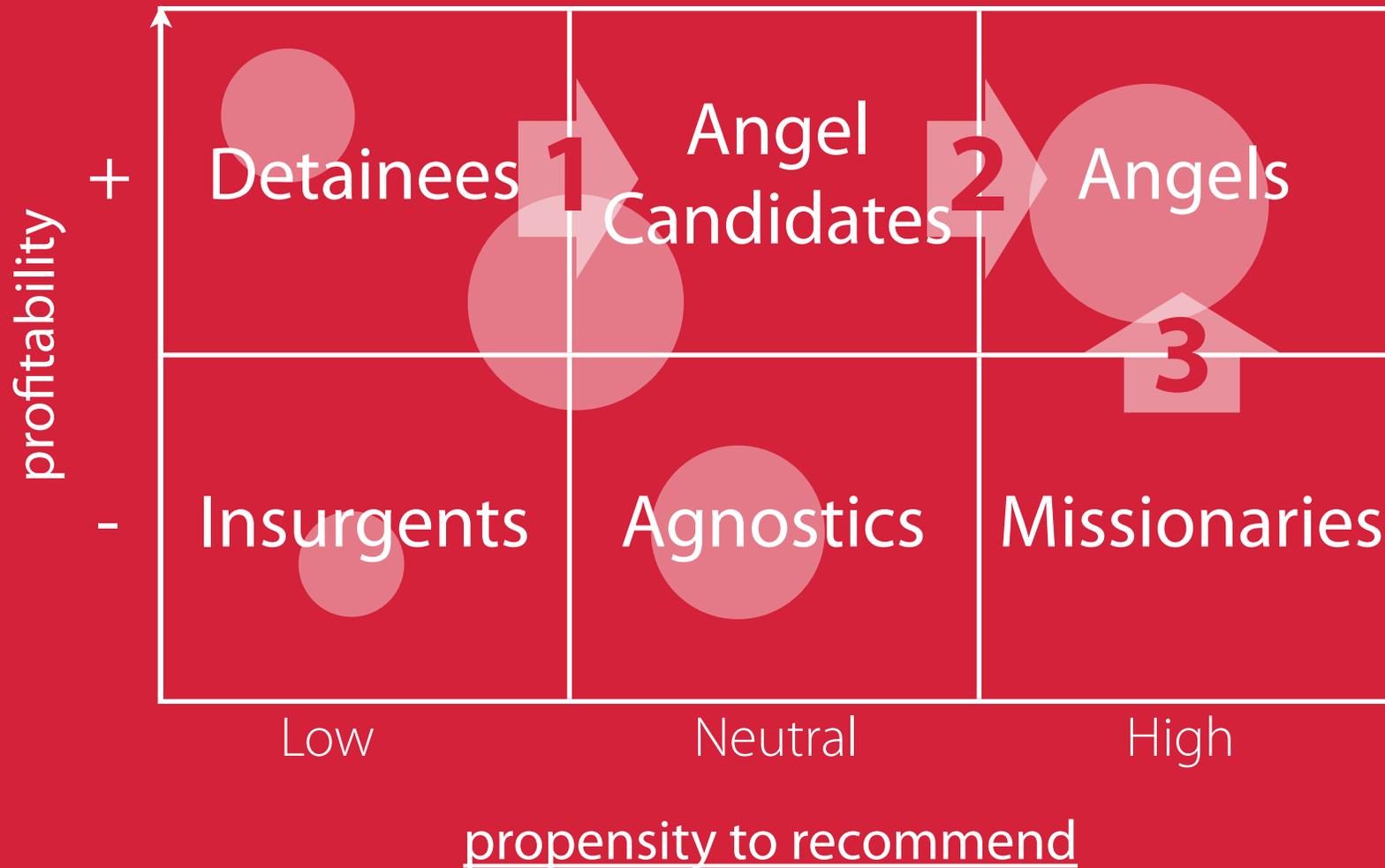
Net Promoter as Credit-Crunch Proof Growth Strategy

Beating the credit crunch by activating promoters



Net Promoter as Credit-Crunch Proof Growth Strategy

Beating the credit crunch by activating promoters





“50% of people who say they would recommend your brand, haven't yet recommended”

A row of approximately 15 matches is shown against a dark background. The match on the far left is lit, with a large, bright orange and yellow flame that extends to the left. The other matches are unlit, with their red tips visible. The lighting is dramatic, highlighting the texture of the matchsticks and the intensity of the fire.

A NEW ROLE FOR MARKETING - ACTIVATING ADVOCACY

Propensity to Recommend

How likely would you be to recommend us to a friend?

Please rate us on a scale of 0-10 where 0 = Extremely Unlikely and 10 = Very Likely

What's the main reason you'd give for recommending us?



Use insights to brief
your marketing agency
- to build campaigns
that help promoters
articulate the reason
to recommend

→ Tag & Vote

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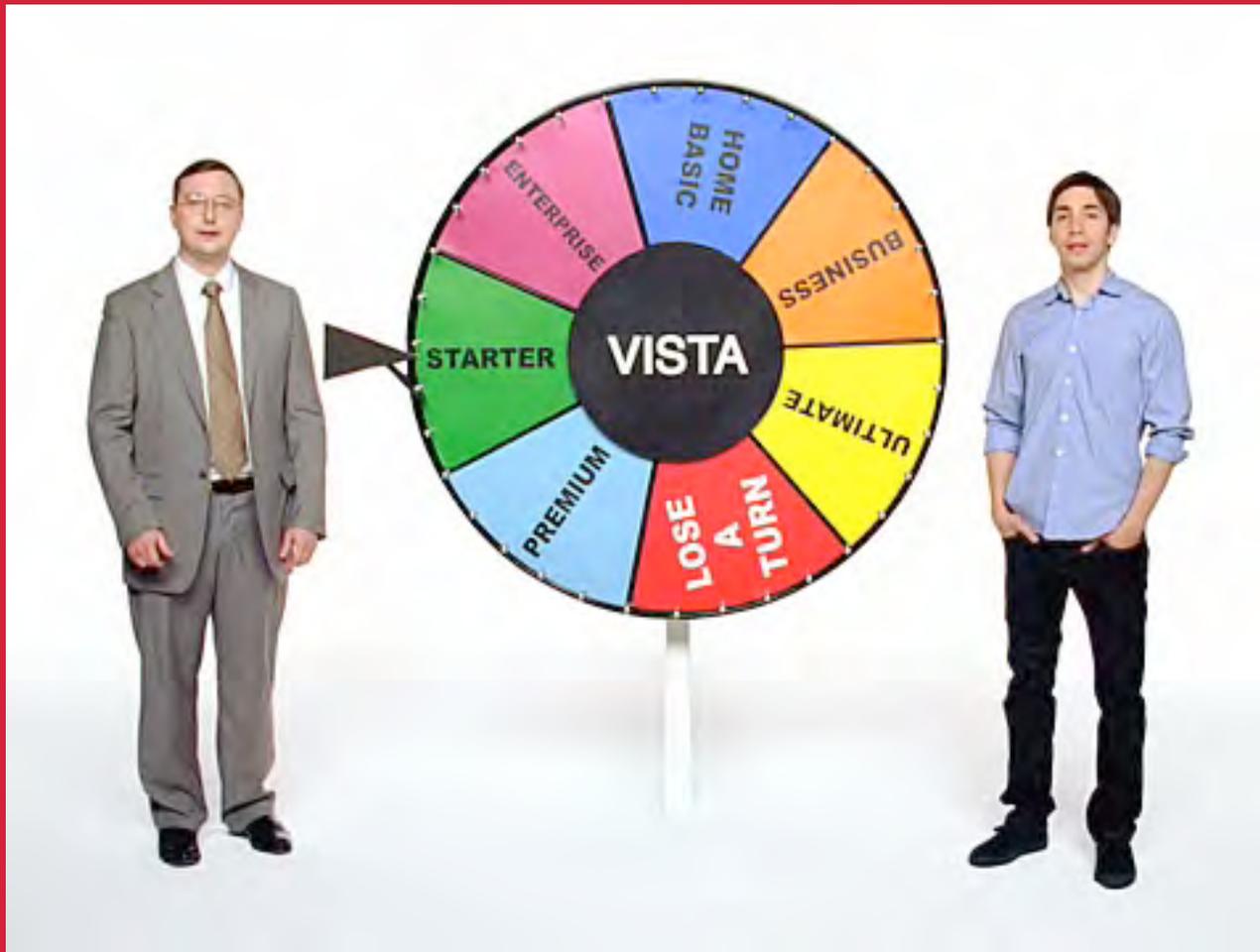
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ACTIVATE PROMOTERS WITH MARKETING THAT HELPS PROMOTERS
ARTICULATE THE REASON TO RECOMMEND

Why choose Net Promoter as your Growth Strategy

Why choose Net Promoter as your Growth Strategy

Good Profits
Radical Simplicity
Actionable Results

Why choose Net Promoter as your Growth Strategy

Good Profits
Radical Simplicity
Actionable Results
(Open Source)

Whatever you do, make sure
it's worth talking about

Thank you

For copies please email paul.marsden@clickadvisor.com

