

CUSTOMER ENGAGEMENT FOR PROFITABLE GROWTH

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Chief Customer Officer



SATMETRIX®

THE LEADER IN NPS CUSTOMER EXPERIENCE MANAGEMENT

Software



Data



Expertise



Integrated Solution

Co-creators of Net Promoter

Over 5,000 Net Promoter Certified

Over 350 Global Customers

Marketing leaders believe that in two years they will be competing primarily on the basis of the customer experience



WHAT BRAND WOULD YOU RECOMMEND?



HOW LIKELY ARE YOU TO RECOMMEND? PROBES *BOTH* DIMENSIONS OF LOYALTY:

Heart

- They know me
- They value me
- They listen to me



Head

- Best features
- Best service
- Best price

**If Facebook
were a country
it'd be
the world's
3rd largest**



SUBSCRIPTION ECONOMY



START YOUR 3 MONTH ROUTINE
WITH **SUBSCRIBE & SAVE**

A promotional graphic for Amazon Prime's Subscribe & Save program. It features three boxes of Oral-B Professional electric toothbrush heads. A large orange circle on the left contains the text "SAVE NOW". Below the boxes are three circular buttons labeled "Now", "3 mos", and "6 mos", indicating the subscription frequency. The background is light blue.

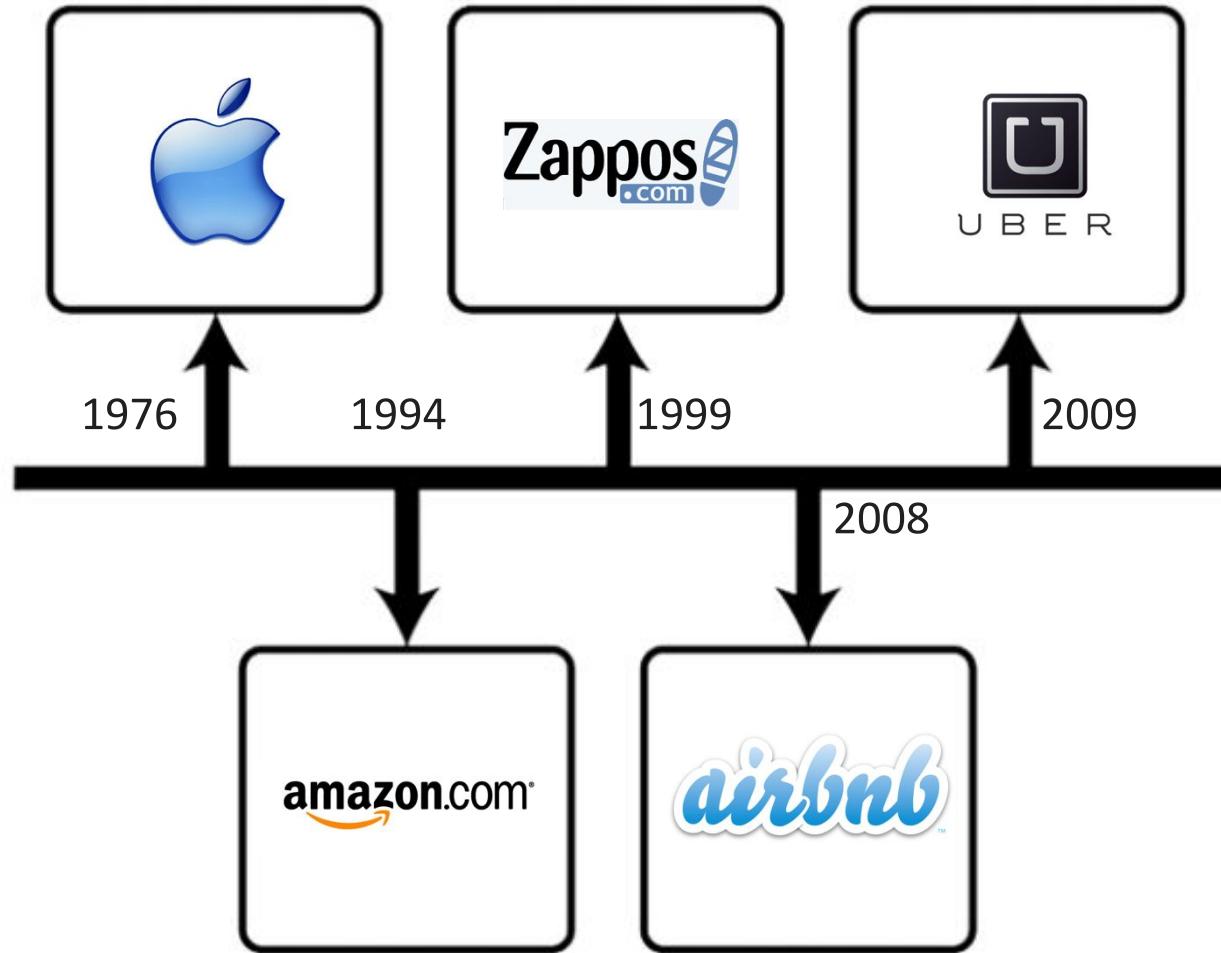


An advertisement for Massage Envy Spa Menifee. The top left features the "Massage Envy SPA" logo. The top right shows a phone number: "Massage Envy Menifee Phone: (951) 821-3222". The center has a purple background with the text "THE *you* YEAR STARTS NOW!" and an image of a woman receiving a massage. The bottom left contains the text "12 months of wellness from Massage Envy Spa Menifee" and a paragraph about the benefits of membership. The bottom right features the text "Start the *you* year today!" and a list of services: "Deep Tissue Massage", "Anti-Aging Facial", and "AromaTherapy*". The bottom of the ad provides the address: "MASSAGE ENVY SPA MENIFEY - 30134 HAUN ROAD SUITE 430 - 951-821-3222".

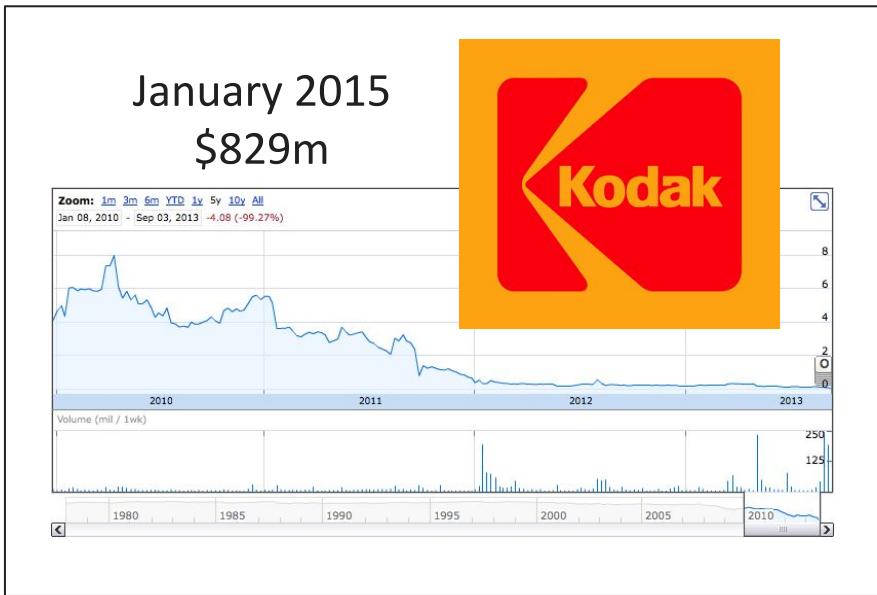
INCREASING CUSTOMER EXPECTATION



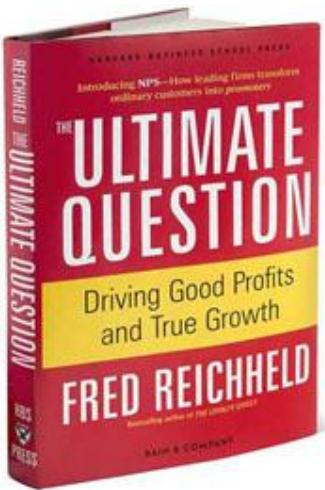
Only 11% of the Fortune 500 companies from 1955 still exist today



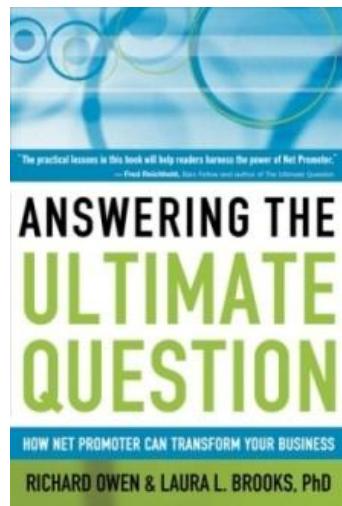
THE AVERAGE TIME THAT COMPANIES STAY IN THE TOP 500 HAS FALLEN FROM 75 YEARS TO 15 YEARS



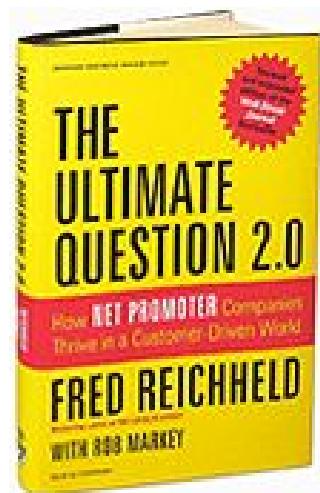
HOW LIKELY IS IT THAT YOU WOULD RECOMMEND TO A COLLEAGUE OR FRIEND?



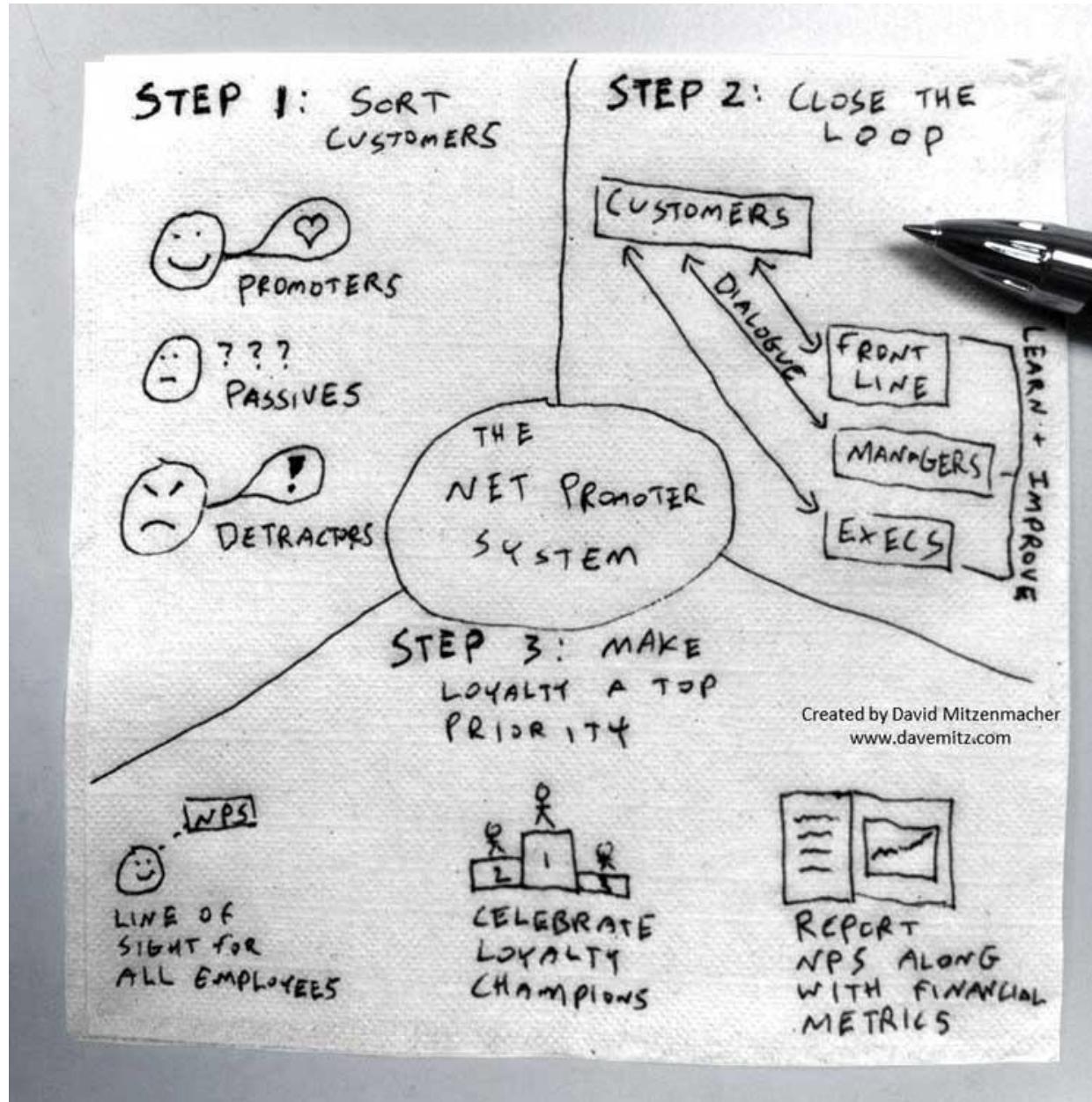
2006



2008



2012





“65% OF TOP 200 GLOBAL COMPANIES USE NET PROMOTER BUT FEW ARE DOING IT RIGHT” – FRED REICHELD



COMMON MISTAKES

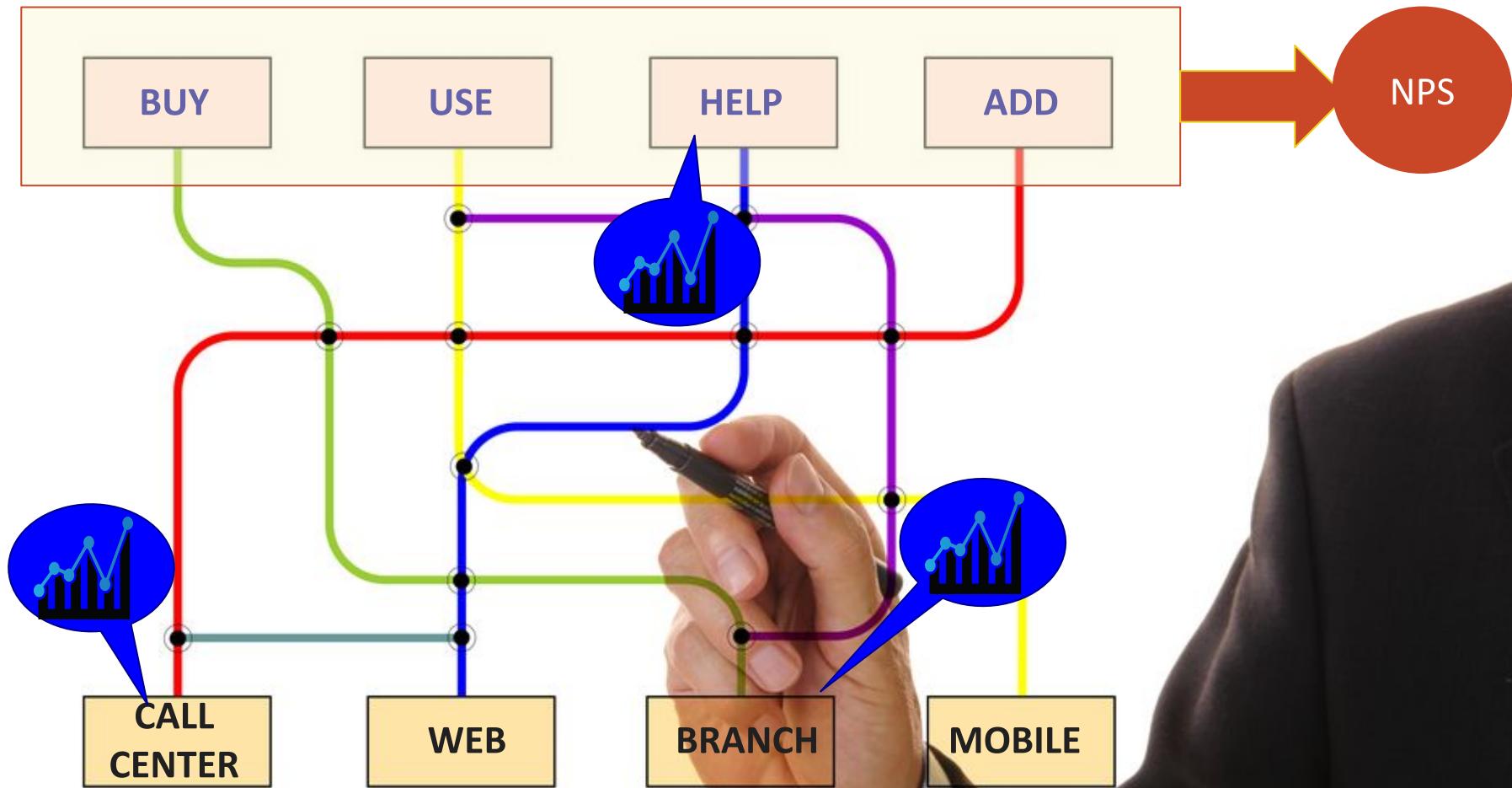
- Program fragmentation
- Wrong customers, wrong time
- Lack of employee engagement
- Detractor obsession
- Over focus on score



IT'S NOT ABOUT THE SCORE

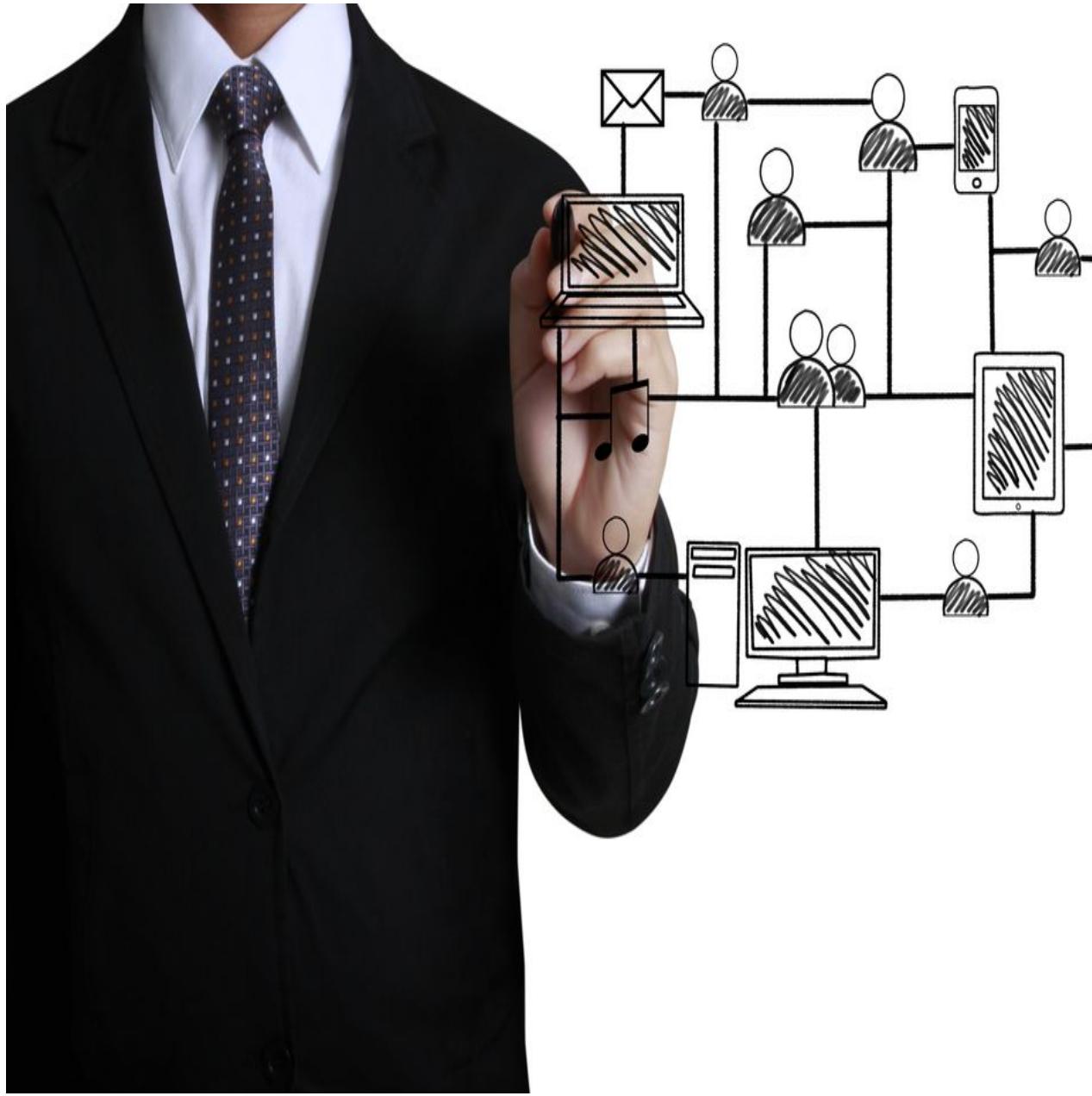


EVALUATE THE CUSTOMER JOURNEY



DOES YOUR NET PROMOTER SCORE REFLECT YOUR BUSINESS?





Marketing

Sales

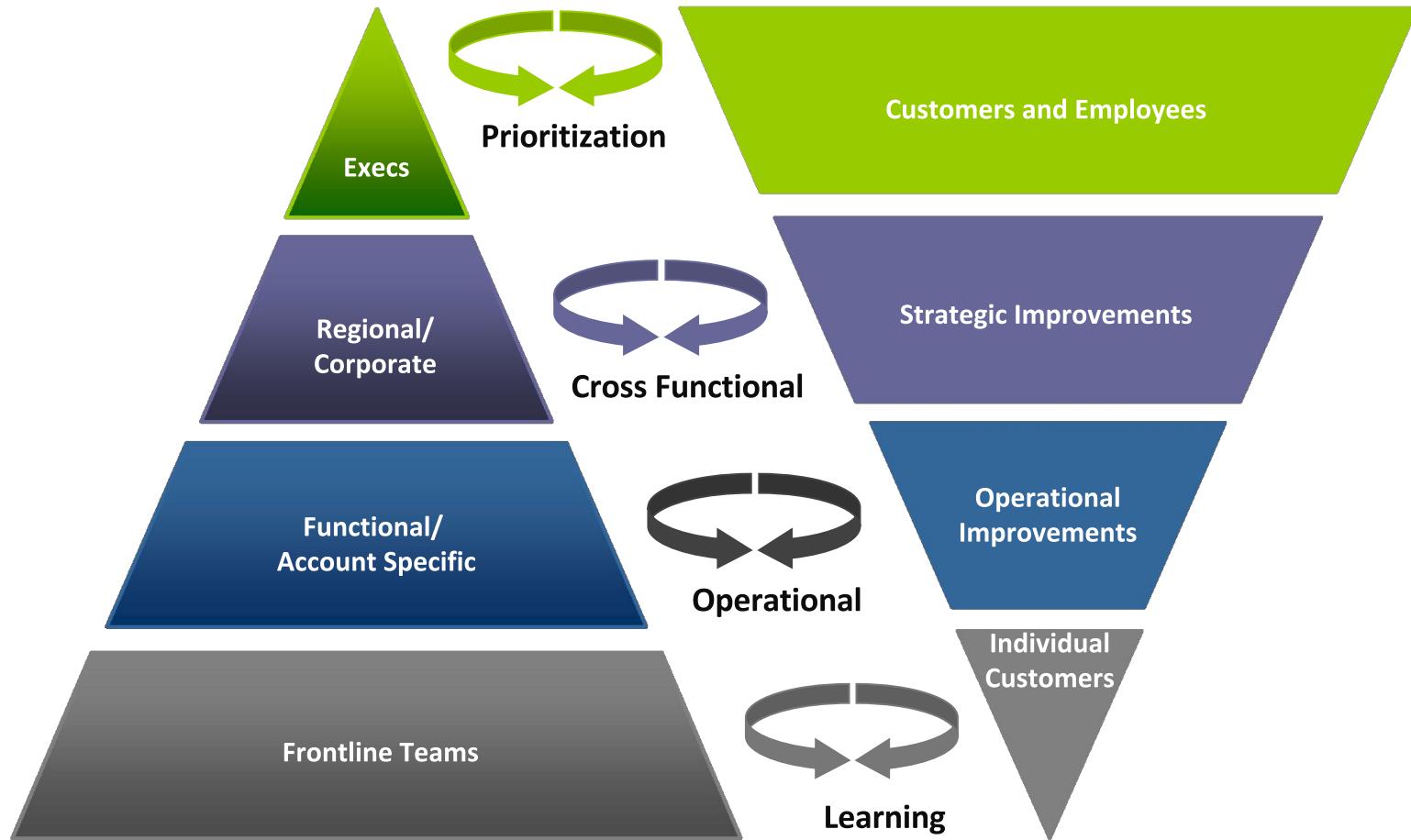
Contact Center

Product Leaders

Service Operations

Finance

CLOSING THE LOOP



Great people, connected to delighted customers, connected to great business results

Make the connection between delighted customers and employee engagement



Loyal customers stay longer, spend more, tell their friends, and cost you less to serve

ELEMENTS OF A SUCCESSFUL PROGRAM

EXECUTIVE COMMITMENT

EXPERIENCE MEASURES



IMPROVEMENT INSIGHTS



CLOSED LOOP ACTIONS



PROGRAM FOUNDATION

WILL YOU BE DIFFERENT?



Increase Loyalty and Achieve Business Growth

The dashboard displays several key performance indicators (KPIs) and trends:

- Comment Streams**: A sidebar showing recent comments from users like Christina Ravaglia and Maneesh Agarwal.
- Net Promoter Score (NPS)**: 33 (Last 365 days: 18,000). Relationship Survey.
- Purchase Satisfaction**: 9/10 (Last 365 days: 290). Touchpoint Survey.
- Support Satisfaction**: 8/10 (Last 365 days: 490). Touchpoint Survey.
- Installation Satisfaction**: 8/10 (Last 365 days: 490). Touchpoint Survey.
- Net Promoter**: A table showing NPS and distribution for different products:

Product	Customer	NPS	Distribution
Tablet	2,500	58	16% Red, 10% Yellow, 74% Green
Laptop	6,500	30	25% Red, 20% Yellow, 55% Green
Overall	18,000	33	20% Red, 27% Yellow, 53% Green
Desktop	4,000	25	20% Red, 35% Yellow, 45% Green
Printer	5,000	20	20% Red, 40% Yellow, 40% Green
- Text Analytics**: A stacked area chart showing sentiment over time (Jan-May) across categories like Customer Service and Price Value.
- Closed on Time (%)**: 62% for Team and 86% for Me.
- Open Action Items**: Critical: 4 (1-2 Days Late), Major: 4 (More than 2 Days Late), Minor: 5.
- Summary of Actions**: Sally Henry's comment about great customer service.

[TAKE A TOUR](#)

THANK YOU!

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