The webinar will begin shortly



Collecting and Utilising NPS Data



Webinar: Collecting and Utilising Net Promoter Score (NPS) Data

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About

Kenneth Witte Rasmussen

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7+ years experience as OM specialist, Head of marketing automation and Marketing Manager in both agencies and private owned companies.

Experience within:

- FMCG
- Finance sector
- Industrial supplies
- Software/Saas



How likely are you to recommend this to someone?



- It's feelings and data as well

How likely are you to recommend this to someone?









rassiv

Promoters





- I'm not satisfied
- You don't fullfil my needs
- I'm NOT doing business with you again





- I'm not sure how I feel about your company
- I probably wouldn't recommend you as of now
- You need to do better







- I love you and your company
- I would definitely recommend you
- I want to help you





Why is Net Promoter Score important?

Enables you to:

- Predict churn
- Monitor your customer satisfaction
- Find optimisation points in your business

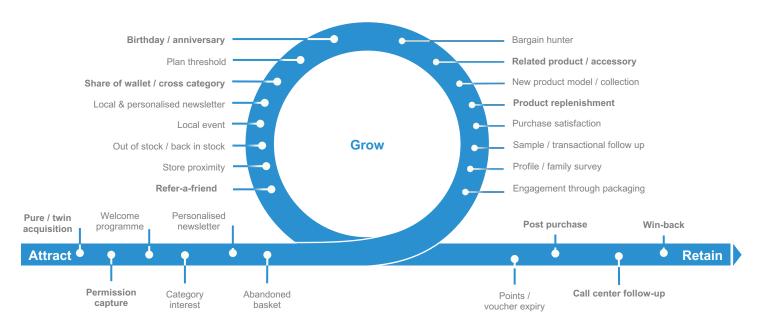
But also:

- Enables you to optimise on your return on ad spend
- Gives you the option of lowering your customer acquisition costs
- Tells you about the warmth of the relationship
- Can help you identify possible advocates



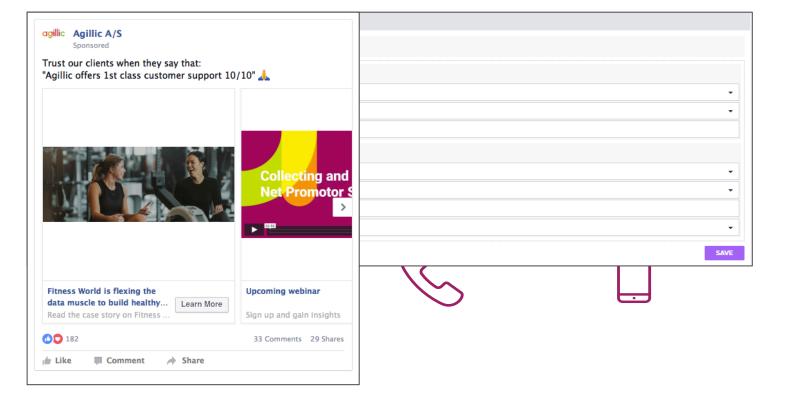
NPS

Where can be collected and utilised



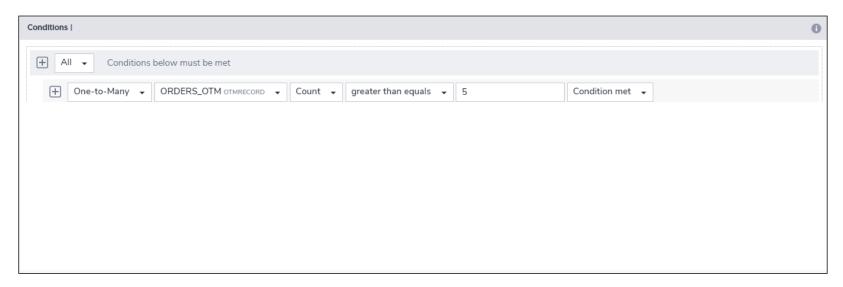


Improving the collection





Finding the true value of a customer





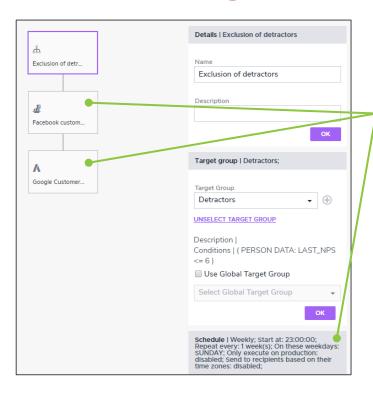
Lowering cost of acquisition



Schedule					
 Not scheduled One time By the minute By the hour Daily Weekly Monthly Yearly 	Days Sunday Monday Tuesday Wednesday Thursday Friday Saturday Start 23:00:00	weeks			
Send to recipients based on their time zones					
Only execute on production	n	ОК			



Optimising ad spend



Schedule					
 Not scheduled One time By the minute By the hour Daily Weekly Monthly Yearly 	Start 23:00:00 Repeat every 1	days			
Send to recipients based on their time zones					
Only execute on production		ОК			
		ОК			



Show them the way

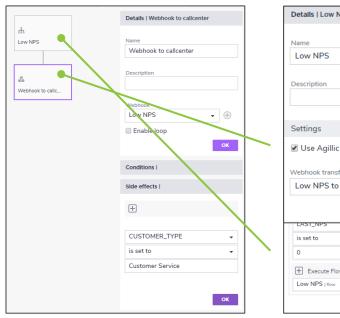


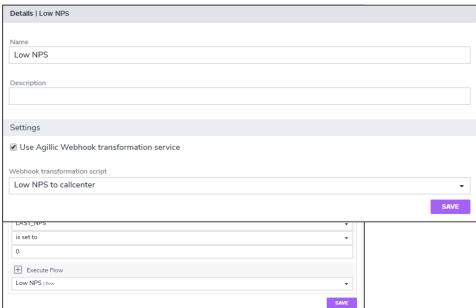
Details NPS 10			
Name NPS 10			
Description			
Reset			6
	After number of time(s) triggered	After day(s)	SAVE
Side Effects			
+ On 1			
LAST_NPS			→
is set to			-
10			
+ Execute Flow			
High NPS flow			•
			SAVE

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Accelerate the insights cross function









Get started!

See NPS a datapoint, not just a KPI

Multichannel – Not just email

Keep your friends close and your enemies even closer

Lead the way for your promoters

Share the knowledge within your organisation





Thank you



