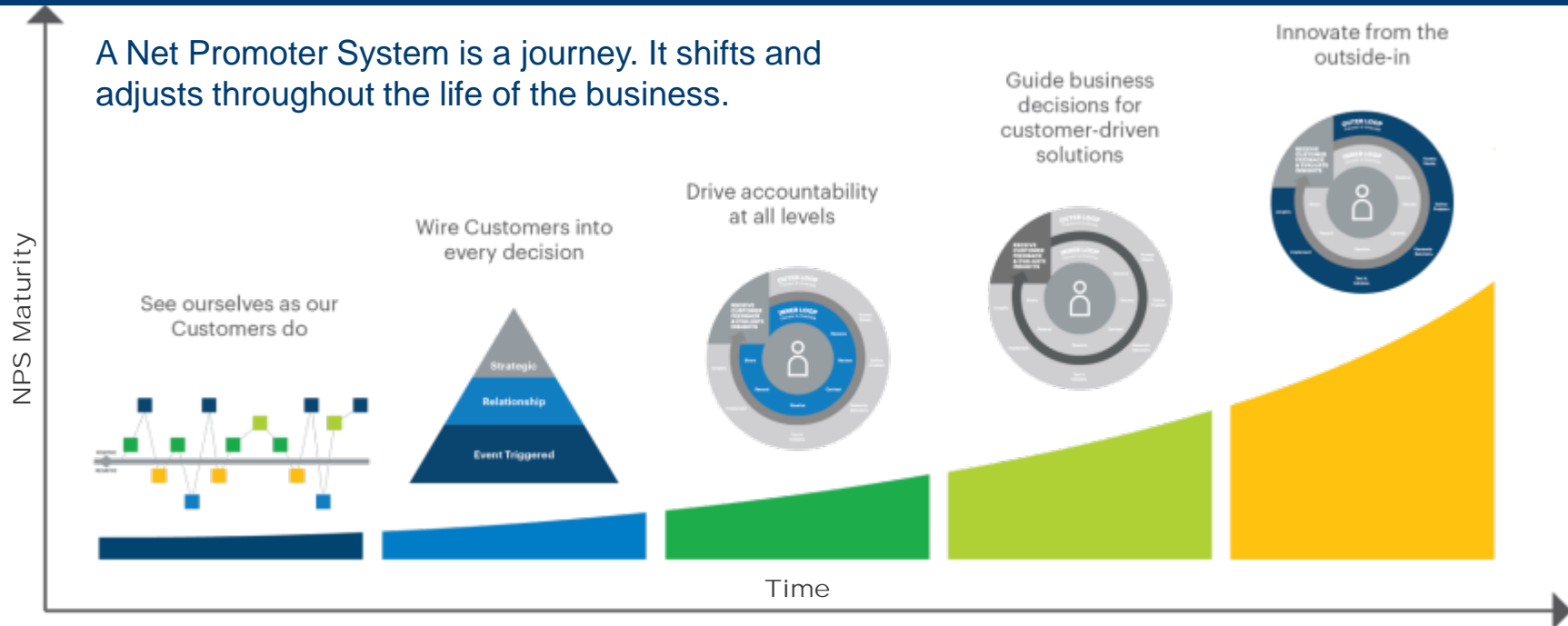


Net Promoter System Journey



GET STARTED

- Establish at least one survey
- Define inner loop process and roles
- Include some follow up (e.g., 0-3 Detractors)
- Analyze and interpret your data
- Facilitate action planning workshops
- Define and execute a plan to improve the Experience
- Communicate results with employees and customers

EXPAND NPS PROGRAMS

- Repeat everything from baseline to benchmark
- Expand follow-up with all Detractors; Add Promoters
- Develop and add at least one Touchpoint survey
- Follow same steps from baseline with touchpoint
- Draw connections between NPS surveys
- Correlate with operational & financial goals & metrics
- Expand to cross-functional action planning sessions

FULL BUSINESS INTEGRATION

- Continue benchmark/touchpoint efforts
- Develop and add all key touchpoint surveys
- Develop and add surveys and huddles
- Integrate with strategic and business planning
- Develop processes with unsolicited customer feedback
- Expand to cross-LOB action planning workshops
- Fuel innovation with NPS efforts
- Communicate to employees and the market