








NPS DEEP DIVE FAQ

For companies at the foundational stage of customer understanding, the PeopleMetrics NPS Deep Dive is a benchmark study that delivers clarity over the make-a-difference areas for building more loyal advocates.

This baseline measure of Net Promoter Score will help produce the **One Thing** you should do first to improve your score. Optionally, a definition of your customer segments based on usage, attributes, attitudes, and demographics can be produced.

What do you get with an NPS Deep Dive?

For companies at the foundational stage of customer understanding, the PeopleMetrics NPS Deep Dive is a benchmark study that delivers:

-  A core **NPS Deep Dive** Survey
-  Online survey programming and support
-  Access to an **online participation portal**
-  Communication templates
-  Strategic report of key findings (including the **One Thing** to improve current NPS)
-  In-person review of key findings
-  NPS industry benchmarks



What is required from you?

All we need from you is a customer information file in order to invite your customers to take the online survey.

How long does it take?

The typical process from the decision to work with PeopleMetrics through to the delivery of the strategic **One Thing** report takes 10-12 weeks, depending upon the speed with which the company can produce the customer information file.

E: info@peoplemetrics.com

P: 215 979 8030

W: www.peoplemetrics.com

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OUR NPS DEEP DIVE PROCESS

Here's how the NPS Deep Dive works.

Follow along with the 5 key steps we take in conducting your NPS Deep Dive.

1. PLANNING AND FAMILIARIZATION

First things first, let's get to know each other.

- In-person kick-off meeting
- Review of previously collected customer research
- Understanding the business goals and vision

2. PREP FOR SURVEY

Next we customize the survey.

- Configure the survey to reflect organizational structure and terminology
- Deliver communication templates to organization's internal communication team
- Program and test survey on PeopleMetrics online survey application

3. PARTICIPATION

Now we gather the data.

- Build a sensible framework to ensure representative feedback is being collected
- Program the organization's online portal to allow tracking response rates
- Send out invitations (and reminders) to encourage participation

4. ANALYSIS

Time to crunch the numbers.

- Our team of Customer Experience Insights Analysts will conduct qualitative, open-ended analysis, descriptive quantitative analysis as well as advanced statistical analyses on your resulting data set

5. REPORT AND RECOMMENDATIONS

Finally, reporting time.

- Goal is to focus on immediately improving the customer experience
- Culminates in a report built around the **One Thing**
- Additional insight around customer segments also provided

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