Beyond NPS:
Longitudinal Research Innovation

Longitudinal Insight: Why would we need this?

A longitudinal study enables us to say "We observed customers over time as they improved their relationship with the brand... and we can explain how it happened."

Longitudinal insights can be revealing and compelling.
Here's a few reasons why it's important for understanding customers overtime:

1 **Knowledge of customer-level change sharpens strategy**
Can customers change their minds about a brand over time, regardless of touchpoint experiences? If the answer is yes (and it's something other than pricing), then we need to understand how to nurture it.

2 **Size the potential for change (based on dynamics)**
Underneath any metric, there are usually both stable and changing sentiments which can be hidden by overall trend tracking. The groups of customers who are reacting to brand are pointing us toward the most immediately addressable issues.

3 **Find hidden drivers that impact sentiment and behaviour**
How do experiences from the past impact on today's score? When we have a clear view of this, we can turn up the focus on the activities and investments will really pay off. (NB: impact modelling requires data science input and/or additional analysis)

4 **Understand why changes happen**
When a customer moves from a detractor-state to a passive-state, we need to learn about the events, the experience and the story that shows us where to act.

Let's meet Jim, our customer.

Longitudinal research helps us to see that he's changed his mind about the brand over time (quarterly).

We expect to see highs and lows in an individual NPS journey.

Longitudinal Research Innovation

NPS over time

Customers

2	2	4	1	3	4	1
9	7	8	8	8	8	9
8	8	7	5	8	7	7
10	10	10	9	8	10	8
7	8	7	5	6	5	3
6	8	6	8	7	7	6
0	0	0	0	0	0	0

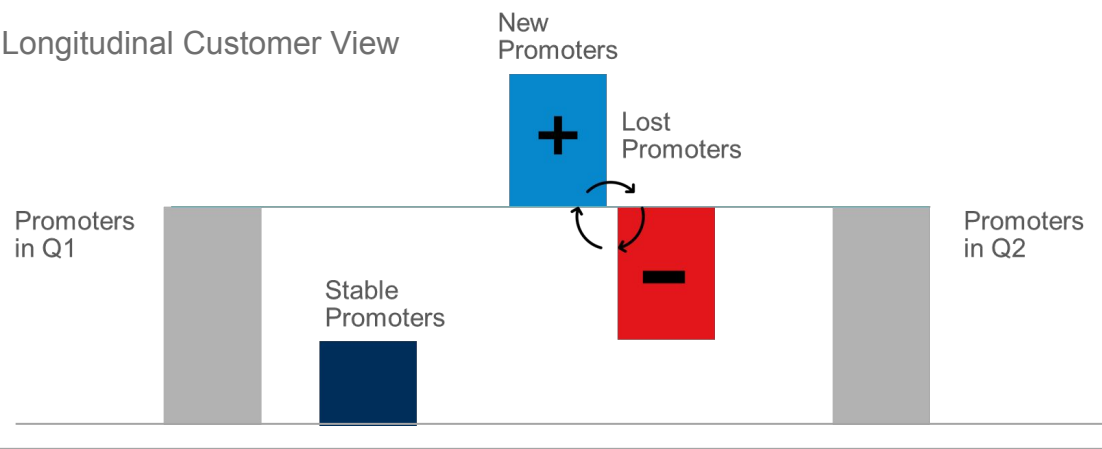## Most brands are missing this kind of data. What's in this data?

Describing a long term customer journey

- Has my NPS improved, declined or remained stable over time?
- Was I ever a detractor?
- Was I ever a promoter?
- How long did it take my score to change?

Experience Stories

- What's the story behind improved or declined scores?
- Are past experiences still affecting today's score?
- To what extent do changes in a customer metric lead to changes in lifetime value?

Brand constantly **create new promoters, but also lose them,** which is another key reason why brand NPS metrics look stable. The brand is **constantly being re-assessed** and point in time metrics can't see the fluidity.

Longitudinal Customer View

New Promoters

+

Lost Promoters

Promoters in Q1

Stable Promoters

−

Promoters in Q2

Recommendations for Research Design

Study change

in a small set of important metrics or behaviours

Connect experiences to metrics

by including survey diagnostics that capture context (e.g. recent experiences)

Gather stories

by including open-ended feedback

Enable advanced analytics

by connecting datasets