THE NEXT MILE
on the journey to customer love and loyalty begins here.

" Satmetrix had the intellectual horsepower to deliver more than just data. They had the experience, analysis, user interface, credibility and comparative data to help us achieve our goals. "

Simon Lyons,
Global Head of Communications & Marketing,
Aggreko

SATMETRIX®
THE NET PROMOTER COMPANY

Turn head knowledge into heart knowledge.
Bring your conference learnings to life.

If you don't want to leave the Net Promoter® conference with a headful of knowledge and no clear way to put that knowledge to work for your company, then read on. Satmetrix provides the cutting-edge technology you need to turn the NPS® discipline into a driver of customer loyalty at your company. Our two cloud-based applications, NPS® Go+ and Xperience® Pro, give you everything you need to quickly start or refresh a customer-love-driving, revenue-enhancing loyalty program, and to achieve the success outcomes you've heard are possible.

YOUR GOAL **Build or turbocharge a growth-driving, customer-love-inducing Net Promoter program**

HOW TO GET THERE **With insight and action, and the right combination of people, process, and technology**

You already know that manual and disparate customer experience programs aren't going to cut it if your company wants to carry home the Customer Loyalty trophy. Data alone won't do it either. The real trick is strong people, process, and technology, which enable fast action. And that starts by building the infrastructure that allows you to gather, extract insight from, and act quickly on, the data that matters most. But why start from scratch? Satmetrix has already done the work for you, and can help your company quickly achieve market leadership in customer loyalty by bringing proven people, process, and technology to you. The logic and process we've baked into our software allow you to instantly tap the power of Promoters, and to rapidly recover Detractors. We're the winning edge of winning programs.

The key to customer loyalty: A winning combination of people, process, and technology

Your NPS program

Customer surveys, social media, other inputs

Employee alerts, dashboards, analytics, reporting

Immediate employee action

Mobilize Promoters, recover Detractors

CUSTOMER LOYALTY

Satmetrix supports:

People
Ongoing advisory services
Education
Certification

Process
Best practices
Virtual workshops and networking
Thought leadership

Technology
NPS Go+
Xperience Pro

YOUR GOAL   Recover lost accounts and regain the love of at-risk customers

HOW TO GET THERE   By building trust, and fueling customer delight

You've heard it before; you'll hear it again: NPS success depends on acting on the data you have in ways that fuel customer love and delight. That love and delight, in turn, becomes fuel for your company's growth engine, yielding a community of trusting Promoters eager to tell others about you. Satmetrix helps you engender this love, delight, and, ultimately, trust, by delivering real-time customer feedback to the people best able to address it right away. End result? Fewer Passives and Detractors, more Promoters.

Detractor Recovery—Your Company	Detractor Recovery—Your Customer
Configure alerts so that issues are sent to the right person or team for fast resolution	**Create a sense of surprise** and delight among customers with your rapid, closed-loop, follow-up process
Use your team members' **preferred workflows**, and spend more time getting results	**Repair customer loyalty** and turn Passives and Detractors into Promoters
Review outcomes to understand root causes, implement changes, and track team and individual performance	**Rapidly recover customers** and attend to critical path issues with native environment integration (Outlook, Salesforce)

YOUR GOAL   Create a customer-centric culture in which customer love trumps all

HOW TO GET THERE   Pump customer obsession and accountability into your organization

You may have heard that, in the most effective customer programs, love for the customer trumps all— and becomes the fuel for great and sustainable profits. In such companies, all employees—from the frontline to the CEO—understand how their actions affect customers. Employees are also empowered to respond quickly to feedback. Make your company one of those companies with Satmetrix, which enables company-wide customer centricity through Role-based Reporting and Text Analytics.

With Role-based Reporting	With Text Analytics
Get the **right data** to the **right people** at the **right time**	Get **automated comment tagging and reporting** over volumes of data
Assign actions to the people best positioned to respond to feedback	Track **key customer themes** over time
Issue alerts to the frontline	**Diagnose root causes** quickly
Track and manage action efforts	Initiate **process improvements**
Empower employees to **engage Influentials**	

YOUR GOAL   Harness the information in social media as a loyalty driver

HOW TO GET THERE   Collect, analyze, and act on social data filtered through the Net Promoter lens

Yes. It's true! You can tap social data just as you do transactional and relational data, and use it to drive ongoing experience improvements and loyalty gains. But, again, "collecting" data is not enough; it's how you view and use that data through the Net Promoter lens that makes the difference.

With Promoter Mobilization	With SparkScore™
Serve interactive prompts that **encourage Promoters to share feedback** and spread word of mouth	Tie the **unstructured, unsolicited conversation** of the social web to your Net Promoter context
Extend discounts, trial offers, and invitations to **reward loyal customers** and **generate leads**	**Identify, quantify, and engage** Promoters, Passives, and Detractors in the social web sphere
	Categorize and interpret the **meaning of customer comments**
	Understand how your **social reputation** is trending over time

The secret to leading in customer loyalty is not a secret. It's Satmetrix.

We at Satmetrix provide two flavors of our premier cloud-based software application for Net Promoter success—NPS Go+, and Xperience Pro. You can use both platforms to measure, understand, and act on customer feedback drawn from transactional, relational, and/or social touchpoints.

	NPS® Go+	Xperience® Pro
Helps	A fast, scalable solution early in the NPS journey	One or more mature NPS programs
What you get	Everything you need to begin recovering lost accounts, engaging brand evangelists, and driving loyalty and NPS improvements within 30 days	All the power of Go+ for a large volume of customer touchpoints, plus added analytic, segmentation, and data distribution capabilities
Number of users*	25	50
Number of discrete Customer Experiences you can manage* Each customer experience includes a survey, customer communications, alerts, standard chart analytics, and reporting defined at setup	1	3
Mobilize Promoters	Yes	Yes
Recover Detractors	Yes	Yes
Role-based Reporting	Yes	Yes
Text Analytics	Available as an add-on module	Available as an add-on module
SparkScore™	No	Available as an add-on module

*Additional users / Customer Experiences available for an incremental fee

" Thanks to Satmetrix, we're able to easily and quickly collect customer feedback, perform root cause analysis, deliver insightful and strategic information to our managers and executives, and send automated alerts to frontline employees so that they can take immediate action. Satmetrix enables us to broadly distribute feedback across the company to drive change. "

Stephanie Pendolino,
Voice of the Customer
Program Director,
tw telecom

About Satmetrix

Satmetrix, co-developer of the Net Promoter methodology, is the leading provider of cloud-based customer experience software for companies worldwide. We deliver the people, processes, and technology you need to reduce customer churn, mobilize loyal Promoters, generate more powerful insights, and drive customer obsession through accountability. For nearly fifteen years we have focused on helping companies build profitable, sustainable growth through more loyal customer relationships. We'd love to do the same for you. Email us at info@satmetrix.com or call one of the phone numbers below.

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