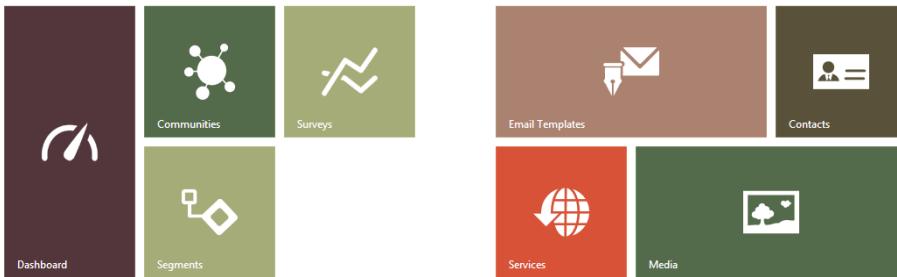




# You Know Your NPS Now – how do you move the needle?

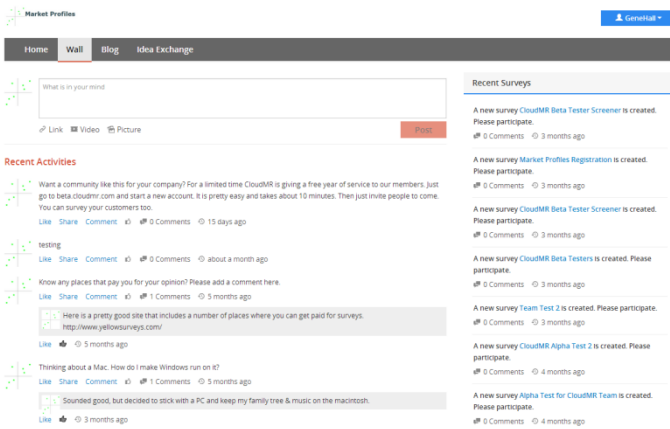
## Insight Community™ Benefits...

- Companies get...
  - Actionable NPS insights through Adaptive Surveys®
  - Increased customer loyalty
  - Higher NPS scores from participants
  - Iterative learning from give-and-take conversation
  - Prioritized improvement ideas from customers
- Customers get...
  - Better products and services
  - Good feelings from making a difference
  - Shorter surveys
  - Recognition
  - A company that respects their opinion



- A private online community with all the tools you need to learn from customers
  - Set up and manage communities
  - Conduct Adaptive Surveys®
  - Define segments
  - Develop personal relationships
  - Reward & recognize

- Companies define, monitor and manage
  - Community content & appearance
  - Ideas – Automatic notice of status changes
  - Quick Polls
  - Badges and incentives to participate
  - Close loop process – individuals or groups
  - Registration questionnaire – eliminates need for repetitive demographic questions
  - Adaptive Surveys®
  - Optional integration with social networks



- Customers participate via a familiar Facebook-style interface
  - Post links, videos, pictures
  - Comment on posts/blogs
  - Add ideas & vote on existing ideas
  - Participate in quick polls and Adaptive Surveys®
  - Manage profile, preferences, avatar
  - Register key segmentation info to reduce survey size
  - Automatically get status updates for their ideas
  - Earn badges and recognition for participation & ideas
  - Learn from each other