



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

Adaptive Surveys®...

- Deliver actionable NPS improvement ideas
- Uncover NPS drivers you didn't even ask about
- Prioritize touch points, themes, sub-themes and comments
- Show you where Promoters and Detractors agree and disagree
- Float innovative ideas to the top – even if only one customer mentions it
- Set up in minutes and deliver results in hours or days
- Are short and conversational, resulting in higher response rates & lower drop-off rates
- Run on our site or integrate seamlessly with your site via API

What should we change in order to increase the chance that you will recommend us to your friends, family or associates?

Ideas from Others

- The ability to talk to my CRM system
- I get all of these types of things through Amazon, make sure it is available there
- build in solar batteries
- Make a basic version at the lowest possible price point
- It should be available in colors to match my front lobby
- design it for small businesses with less than 20 employees
- Integrate it with LinkedIn

Do not see your idea? You can add it here:

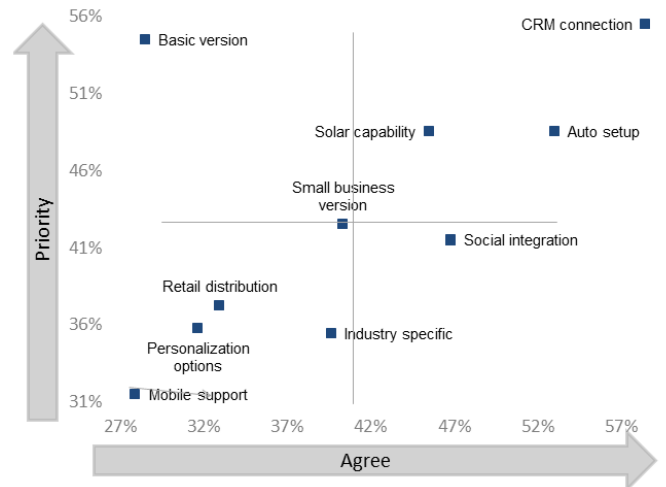
Add Idea Characters left: 140

Ideas you agree with in order of importance

- Automate the set up process
- Make support available on my iPhone
- Make the software industry specific. My business is not the same as others

- Each respondent reviews a different set of NPS improvement ideas & indicates...
 - Those they agree with
 - Those that are priorities
- Top ideas are constantly challenged by new ideas – only the best survive
- Adaptive Questions™ use a simple drag-and-drop interface
- Ideas can come from Facebook, blog, the current survey or any other source

- Results are plotted on a two-dimensional grid divided into quadrants
 - Upper right: Most actionable NPS ideas overall – highest priority combined with highest agreement
 - Upper left: Niche NPS ideas – priority ideas among a smaller group
 - Lower right: Expected NPS ideas – needed just to be competitive
 - Lower left: Secondary NPS ideas – consider if upper right ideas are impossible or expensive



	Total	Customer Type		NPS category		
		Elite	Others	Promoters	Passives	Detractors
CRM connection	93	70	93	100	86	15
Auto setup	73	42	73	79	66	8
Solar capability	72	45	73	76	69	24
Social integration	55	0	56	65	44	0
Small business version	51	25	52	59	43	0
Basic version	49	55	49	58	38	11
Industry specific	49	9	49	56	41	0
Retail distribution	39	32	39	46	31	4
Personalization options	39	54	38	45	29	11
Mobile support	38	36	38	44	32	4
Base	2385	44	2325	1272	1046	67

- Segment results by NPS category & view in an easy-to-read format
- The most actionable ideas for each segment are determined using a statistic that considers...
 - Percent who agree
 - Percent who say it is a priority
 - Number who viewed the idea
- Segmentation can be imported or asked using a traditional survey question