



The Wallflower of NPS

Don't Overlook Your 7 & 8's

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Survey Methodology

Based on your most recent experience, how likely are you to recommend us to a friend or colleague?



What are Passives?

- Survey respondents that respond with a 7 or 8
- Passives may not be loyal to your brand
- Passives are lacking wow-factor
- Passives may feel they're receiving what they paid for, but nothing more



Promoters vs. Passives

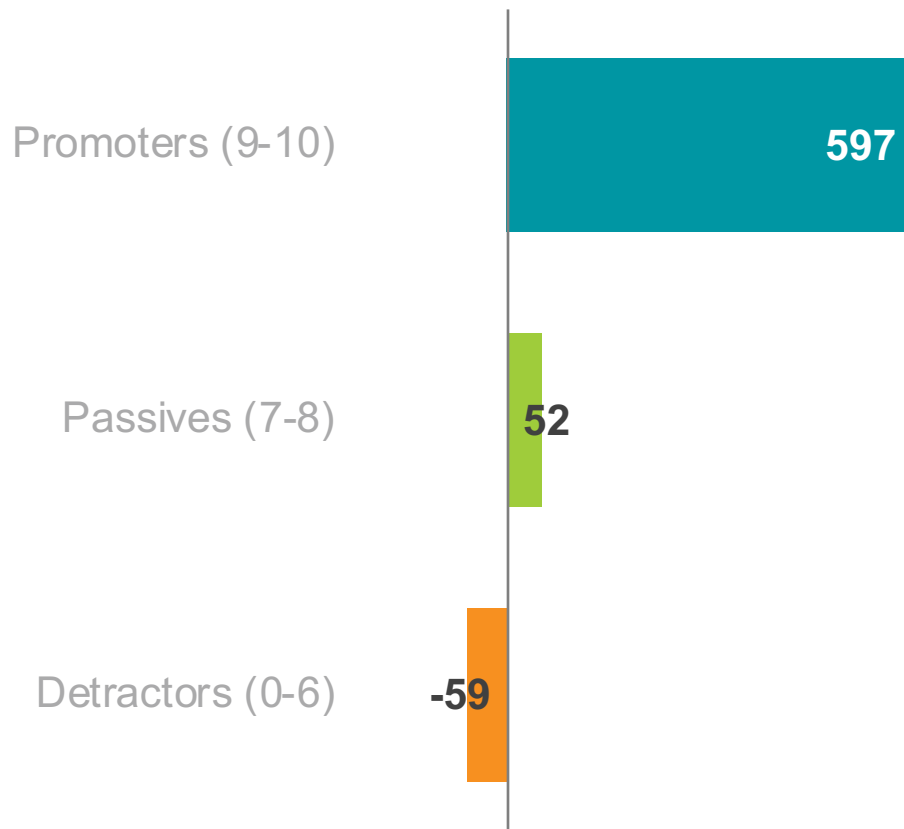
- Promoters are brand advocates
 - Promoters are a top source of referrals
 - Promoters are interested in expanding their account
 - Promoters offer constructive feedback and suggestions
 - Promoters can be counted on as long-term assets
 - Promoters can improve internal employee morale
- Passives are typically less interested in new offerings and brand extensions
 - Referral and repurchase rate is lower than promoters by an average of 50%
 - Passives cannot be counted on as long-term assets



Sentiment of Passives

Passives behave more like Detractors in regard to the positivity of their open-ended comments

Sentiment Scores from Open-Ended Comments



Detractors vs. Passives



- Detractors are passionately negative about your brand
- Detractors are receiving service failures
- Detractors can demotivate employees
- Detractors are less profitable and more costly



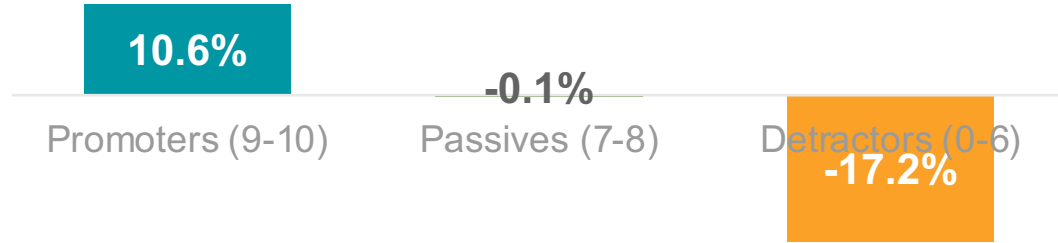
- Passives are closer to detractors than promoters
- Passives are receiving mediocre service
- Passives are also not a high source of profits
- Passives are the C students of NPS

Financial Impact

We often focus on the financial impact of promoters and detractors, but what are passives costing you?



Change in Following Year's Spend



NOTE: Based on analysis of 4,590 staffing firm clients and more than \$1.9B in spend from 2015-2018

Key Take Away

- Passives can keep you from a World Class NPS
- Passives are having a financial impact on your company
- Passives behave similar to detractors

CR Challenge

- Reach Out to Passives For an Account Review
- Find a Place in Your Process to do The Unexpected

Questions?



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