

Next Steps Toolkit



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TALKING ABOUT NPS

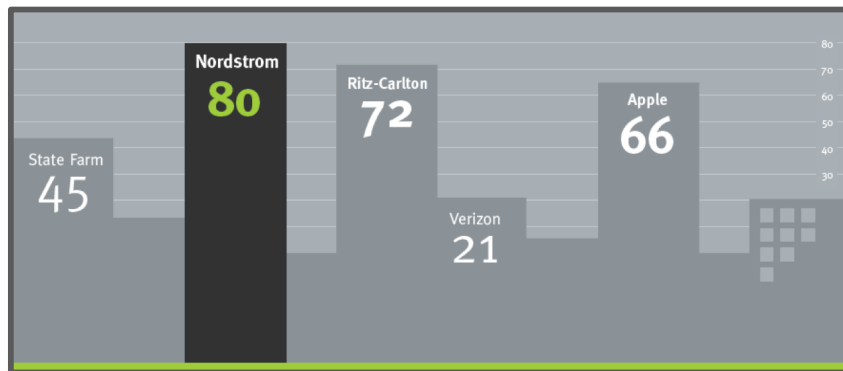
WHAT IS A “GOOD” NET PROMOTER SCORE?

There are a variety of ways to share your NPS and prove to others that you have a good (*dare I say*), great NPS Score! You can benchmark your office to the company overall NPS, or look at how you stack up to a familiar brand. It depends on who your audience is and what you are trying to communicate. Every branch manager should have a few key metrics on hand to help speak about the NPS Survey. The handful listed below are incredibly helpful when talking to consultants about what they can expect from you.

Key Metrics:

- Office NPS
- [Brand]NPS
- Industry NPS
- % of Promoters

Familiar Brands:



Identifiable Benchmarks:

70% = World Class Service **50%** = Best of Staffing **[xx]%** = [xx] Industry Average¹

Additionally, here are a few talking points to use when sharing your survey results and benchmarks:

“Our office NPS is a [branch NPS], compared to the industry average of 24%. We work really hard to set the bar higher at [brand] for what an excellent consultant experience looks like”

“We collect feedback from our consultants throughout their assignment (not just when they start!). [Brand] currently has a xx% NPS- that’s nearly x times the industry average (24%).”

“xx% of our consultants say that they are highly likely to recommend us to a friend!”

¹ Talent Average NPS: 24%; Client Average NPS: 11%

CLOSING THE COMMUNICATION LOOP

Survey Follow Up Email Template

When you send a survey, you're asking your clients and talent for their feedback and engaging in a 2-way conversation. Regardless if they respond or not, the ball is in your court to follow up. Failing to continue the conversation invites disappointment and may have a negative impact on response rate in the future. Here's our generic follow up template to send to all survey recipients:

Hi **[First Name]**,

Thank you for your continued business and candid feedback. We sincerely appreciate your time and will use the feedback that we received to make improvements to our services and partnership with you. If you did not have an opportunity to complete our recent satisfaction survey, we hope to hear back from you the next time around.

We heard from about **xx** of you on our first survey and were pleased to learn that more than **xx%** of you rated us a 9 or 10 out of 10! From your comments, we learned that: **list one or two positive points that you would like to reinforce most here.**

However, we also heard that we can improve in these areas: **[one or two areas here], plus a brief description of what plans you have implemented to resolve issues listed or improve upon negative comments. Something measurable is best - so that your clients can actually read and recognize the improvement as it is happening/equate it to their feedback, etc.**

We are committed to providing an exceptional experience for our **(clients/talent)**, and will ask you for your feedback **[x times]** a year. Your **(partnership/commentary)** is greatly appreciated and we look forward to hearing from you in the future.

Thanks again,

Email Signature Name

Email Signature Title



OFFICES ABOVE 70% NPS

Celebrating Wins - Share Globally

Internal Communication Template to share with all offices:

Hi [First Name],

We recently wrapped up our most recent Client (and/or) Talent survey on [date]. Since then we've been reviewing the feedback and wanted to share some of the results! We are so excited to share that [company] received a xx% NPS [North America with a xx% (if applicable)]. Woohoo!

While the survey was fielding we received:

- [xx] survey responses
- [xx] companies were represented
- [xx] testimonials
- [xx] shout outs!

We strive to perform above the industry standard NPS of xx% [and to reach the 50% NPS required to qualify as Best of Staffing firm (if applicable)]. The level that is truly exceptional is receiving an NPS above a 70% which is considered to be World Class! Here are our branches with a World Class [Client/Talent] NPS (with five or more responses):

Branches with a World Class [Client/Talent] NPS:

Congratulations to each of these markets for striving for a World Class Client (and/or) Talent Experience!

Cheers,

Email Signature Name

Email Signature Title



OFFICES ABOVE 70% NPS

Celebrating Wins - Share with each Market

Internal Communication Template to send to top performing offices (if you don't send the prior message; if you do, tweak the first section):

Hi [First Name],

We recently wrapped up our most recent Client (and/or) Talent survey on [date]. Since then we've been reviewing the feedback and wanted to share some of the results! We are so excited to share that [company] received a xx% NPS [North America with a xx% (if applicable)]. Woohoo!

We strive to reach a 50% NPS which is the level needed to be recognized as a Best of Staffing firm. The level that is truly exceptional is receiving an NPS above a 70% which is considered to be World Class! I am so proud that you are one of the handful of offices that is delivering a World Class experience! Congratulations!

While the survey was fielding [branch] received:

- [xx] survey respondents
- [xx] companies represented
- [xx] testimonials
- [xx] shout outs!
- A [XX%] Net Promoter Score, AMAZING!!

Next steps, celebrate internally! I've included all of your Shout Outs and Testimonials. Share those wins internally with your team and thank our clients (and/or) the talent that gave us this amazing feedback. This is a time to celebrate! Below are a couple handy resources on utilizing Shout Outs and Testimonials:

Shout Out Template: <https://www.inavero.com/wp-content/uploads/Shout-Out-Template.pptx>

Testimonials: https://www.inavero.com/wp-content/uploads/Best-Practices_Testimonials-1.pdf

Congratulations to each of these markets for striving for a World Class Client (and/or) Talent Experience!

Cheers,

Email Signature Name

Email Signature Title



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CELEBRATING YOUR NPS SCORE

Action Items

- ❑ Follow up with all Detractors, Passives and Promoters
- ❑ Download Shout Outs from each branch and share with each leader
 - ❑ Use this template for individuals:
<https://www.clearlyrated.com/solutions/wp-content/uploads/Shout-Out-Template-1.pptx>
- ❑ Download Testimonials from each branch and share with each leader.
 - ❑ Use this template: <https://www.clearlyrated.com/solutions/wp-content/uploads/Best-Practices-Editing-Testimonials-1.pdf>
- ❑ Download Testimonials and send to your Marketing Department
- ❑ Recognize top performing branches
 - ❑ Markets with 50%+ NPS (with minimum number of 5 responses)
 - ❑ Markets with 70%+ NPS - World Class (with minimum number of 5 responses)
- ❑ Prepare for Best of Staffing Announcement
 - ❑ Access to resources will be available in late January
 - ❑ Each February winners are publicly announced. Check with your AM for an exact date.