

HOW TO USE NPS® TO MANAGE YOUR GROWTH

Net Promoter Score®, or NPS®, measures customer experience and predicts business growth. This proven metric provides a measurement for customer experience.

The statistics and comments you can gather from an NPS® campaign can be incredibly helpful in helping you increase client retention and gain referral business.

What is a Net Promoter Score?

One of the best ways to monitor your brand is to use a Net Promoter Score (NPS®) survey. This one question poll determines if your clients would recommend your brand or not.

It identifies and categorizes your clients as “**Promoters**,” “**Detractors**,” and “**Passives**.” Information is gathered by asking your clients to fill out a survey that measures how likely they are to recommend your agency to friends or family.

What Is a Detractor?

An NPS® Detractor is an unhappy customer who is unlikely to buy from you again and may discourage others from doing business with you. Detractors can be more active than promoters and are more likely to leave negative online reviews.

What Is a Promoter?

Promoters are enthusiastic, loyal customers who will tell their friends about your business and bring in new customers. Not only is it significantly cheaper to retain these brand ambassadors than to acquire a new customer, but it’s also profitable.

What Is a Passive Customer?

The final customer category using the NPS® scale are Passives. Passives are indifferent and could become promoters — or they could switch to your competition and become Detractors. They’re not happy, but they’re not unhappy, either. They are primed to go either way, so it’s up to you to sway them in the right direction.

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How to Use an NPS® Survey

- ✓ Get the Facts - Survey clients instead of guessing how loyal they are
- ✓ Take Action - Reach out before clients become former clients
- ✓ Positive Reviews - Ask promoters for referrals and for reviews on Google, Yelp, and other platforms



How to Convert Detractors Into Promoters

- ✓ Thank them for being a client and taking the time to respond to the survey.
- ✓ Ask them what their reason is for their low rating if they didn't already say.
- ✓ Acknowledge their issue and listen carefully to what the problem is.
- ✓ Come up with a plan to resolve their issue and execute it promptly.
- ✓ Follow up to let them know you have responded to their feedback.

There are many ways to put an NPS® campaign to work in your agency, but few insurance agents have the time and resources to research and set up one on their own.

That's why Agency Revolution's marketing automation solutions offer a pre-built NPS® quick start campaign. This feature enables you to quickly and easily understand how your clients feel about your agency so you can turn detractors and passives into promoters and promoters into advocates.

Schedule a demo today to learn more about the NPS® campaign and other campaigns designed to help you build relationships and grow your agency.

[Request a Demo!](#)

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