

NET PROMOTER SCORES (NPS)



The Happiness Index

A pre-built survey and question set, designed to help you **Improve Customer Satisfaction**

“Loyal customers are 5 times more likely to purchase again and 4 times more likely to refer a friend to the company.” - **Forbes**

Why businesses must focus on customer satisfaction and loyalty

- Customers today have more choice than ever on how to spend their hard earned money. It's becoming increasingly harder for companies to ensure it's spent with them.
- Acquiring customers is expensive and repeat purchases are required to make client acquisition cost-effective.
- With so many marketing channels available to companies, how can you tap into the most powerful channel of all... **Customer Referrals**.

The impact of our NPS Survey

- The starting point is to measure your customer loyalty.
- It's just one question - making it quick and easy to respond to, whilst providing great insight.
- By regularly listening to your customers and understanding how they feel about your products and brand you can create long lasting loyalty. This leads to accelerated growth, repeat purchases and greater certainty in forecasting revenue and cash-flow.

Executive Report



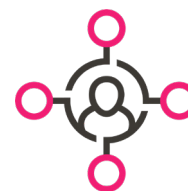
- Executive summary
- Boardroom insight
- Drive customer strategy

Full Report



- Holistic insight
- Locate focus areas
- Cross-company trends

Manager Report



- Empower managers
- Focussed insight
- Team/location data