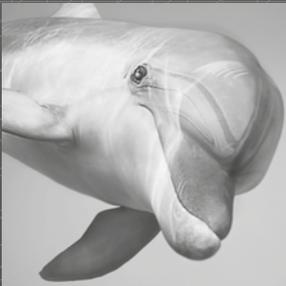


NPS*evaluate*

FUTURELAB



Is Net Promoter[®]
right for you, right now?

NPS*evaluate*
A decision-support seminar



Who should attend?

Senior loyalty or marketing managers who want to get clear, impartial advice about NPS, and enable their organisation to decide with confidence.

NPS evaluate

Many companies use the Net Promoter System® to connect to their customers and drive profits. But for others, it's not yet clear how NPS can benefit their business.



*"What is it? How does it work? Will it work for us?
How much will it cost? How much will it make?
Who else is doing it? Should we do it?
Now? When? Why? How? Are you sure?"*

Be part of this seminar and next time someone asks you about Net Promoter®, you'll be ready to give an informed and confident assessment of NPS and its place in your business.

4

steps to decide if NPS is right for you

FUNCTIONAL OVERVIEW: HOW NPS WORKS

This session will enable you to clearly:

- Explain how NPS differs from satisfaction surveys
- Walk colleagues through NPS core methodology: [The survey](#), [The customers](#), [The score](#)
- Apply NPS to your organization: B2B, B2C, size, structure
- Assess the impact of NPS as a company-wide discipline

OPERATIONAL READINESS: WHEN NPS HAS MOST IMPACT

This session will enable you to confidently

- Assess the availability of key resources in your organization: [People](#), [Resources](#), [Budget for launch](#), [Timing](#)
- Identify immediate barriers to implementation
- Align expectations about what NPS will deliver and when

FINANCIAL METRICS: HOW NPS ADDS VALUE

This session will enable you to easily:

- Prove the link between recommendations and sales
- Demonstrate how Promoters drive profitable growth
- View customer value by spend, tenure and profitability
- Develop segmentation based on profitability and score

INSPIRATION: WHAT NPS BEST PRACTICE LOOKS LIKE

This session will enable you to quickly:

- Understand why NPS delivers so well, so often
- Gain insight from major NPS implementations in Europe
- Compare B2B and B2C examples from all industry sectors

BEYOND

After *NPS evaluate*, decisions about NPS will become a whole lot clearer for you. Experience tells us however that implementing change is sometimes not that straightforward. You may have some sticky, practical issues to deal with before you can move ahead. We can help. Talk to us about tailored on-the-ground support for NPS implementation.

NPS evaluate = UNDERSTAND NPS + DECIDE ABOUT NPS + EXPLAIN NPS

FUTURELAB

Why Futurelab?

Our seminars are led by pragmatic Net Promoter professionals with extensive 'on-the-ground' experience. We know when NPS® is right and we know when it's not. The Futurelab philosophy is to tell you honestly.

Futurelab is an international customer-centricity boutique. Our associates have delivered many of the world's largest NPS programmes in Europe and America. All our Associates have learned about NPS practice in the trenches of corporate reality and many have also obtained formal certification in the field.



Improve your NPS with our tools

NPSactivate

A 1-day seminar to switch on the benefits of NPS
€1,500

NPScalibrate

A 10-day Rapid Audit to strengthen your NPS programme
€10,000

NPSstart

A 500-customer NPS Survey: your score & next steps
€10,000

For information on dates and venues, or to book your place at one of our NPS training events, email NPStoolbox@futurelab.net

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Get NPS evaluate in your diary. BOOK NOW



Duration: 1 day

Cost: €1,000

Contact us to check the date and location of the next seminar and to book your place.



Call: +32 2733 8332



NPStoolbox@futurelab.net

www.futurelab.net/NPStoolbox