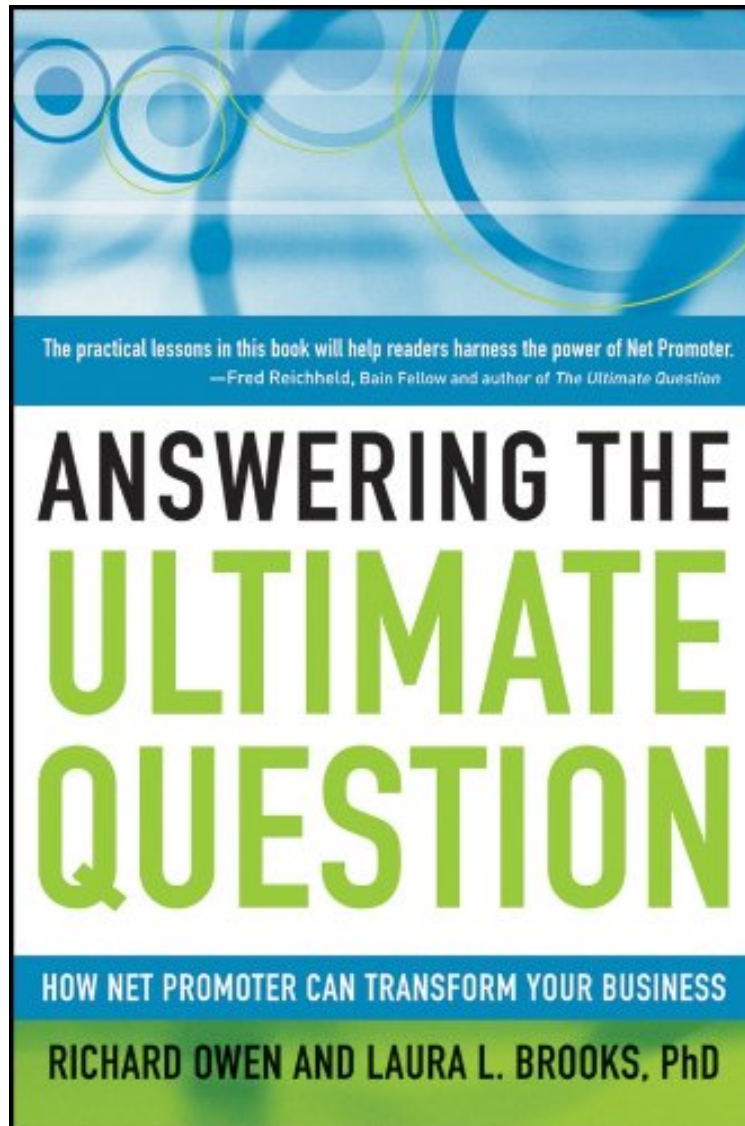


## Answering the Ultimate Question: How Net Promoter Can Transform Your Business

*Laura L. Brooks PhD, Richard Owen*  
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**Laura L. Brooks PhD, Richard Owen : Answering the Ultimate Question: How Net Promoter Can Transform Your Business** before purchasing it in order to gage whether or not it would be worth my time, and all praised Answering the Ultimate Question: How Net Promoter Can Transform Your Business:

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most chapters take care about one subject inside the operating model. This book provides a lot of usable methods, models and tools to draw specific conclusions from your NPS Data. The book also provides some extra questions that will allow you to segment and calculate real Dollars to the Net Promoter Score. 0 of 0 people found the following review helpful. NPS Guidelines By John W. Van Dijk If you want to understand the motivation and methods for introducing a Globally accepted Customer Satisfaction Survey (Net Promoter Score) then this book is a must read! I have been an advocate of the NPS for some time - this book helped me to introduce the concept as well as the idea of creating a Customer Centric DNA in our organization. We have adopted these concepts in our Service Desks around the world with excellent results. The NPS concept has also provided a global benchmark against which we can measure our results. Fantastic. 0 of 0 people found the following review helpful. Recommended reading for those implementing the NPS system By Abhishek Bhartia Covers the basics of implementing NPS and useful supplement to the Ultimate Question 2.0. Also got me thinking about the basics of customer segmentation. I liked the concept of using a "customer corridor" to map the customer's journey through your organization and measure satisfaction at key touch points.

Fred Reichheld's 2006 book *The Ultimate Question*, that question being, "How likely is it that you would recommend this company to a friend or colleague?" - challenged the conventional wisdom of customer satisfaction programs. It coined the terms 'bad profits' and 'good profits' and pointed to a faster, much more accurate way of gauging customers' real loyalty to a company, introducing a quantitative measure (the Net Promoter Score) for establishing a baseline and effectively tracking changes going forward. Richard Owen and Laura Brooks are co-developers, along with Reichheld, of the methodology behind answering the question. In this book, Owen and Brooks tell how based on a variety of real case studies' to actually embed Net Promoter discipline in organizations of all types.

"...this detailed and lengthy book...looks at ways in which companies' NPS ratings can be improved" (Research Magazine, February 2009) "The book covers the core process of capturing accurate data, using the results to investigate internal and customer-facing processes." (Quality World, September 2010). From the Inside Flap Answering the Ultimate Question Fred Reichheld's 2006 book *The Ultimate Question* - that question being, "How likely is it that you would recommend this company to a friend or colleague?" - challenged the conventional wisdom of customer satisfaction programs. It coined the terms "bad profits" and "good profits" and pointed to a faster, much more accurate way of gauging customers' real loyalty to a company, introducing a quantitative measure (the Net Promoter Score) for establishing a baseline and effectively tracking changes going forward. Richard Owen and Laura Brooks are co-developers, along with Reichheld, of the methodology behind answering the question. In this book, Owen and Brooks tell how - based on a variety of real case studies - to actually embed Net Promoter discipline in organizations of all types. Answering the Ultimate Question builds on the link between Net Promoter Scores and business growth and profitability. Combined with an operational discipline to increase Promoters and reduce Detractors, Net Promoter represents a potential win-win for businesses and their customers. The Net Promoter Score offers a near-real-time metric closely coupled and correlated with precipitating actions. Instead of waiting months for long, drawn-out surveying, analysis, and interpretations, Net Promoter will affect real, positive change for those organizations that apply it correctly. Drawing on illustrative case-study findings from the more than eighty companies for which the authors have helped to put Customer Experience Management and Net Promoter disciplines in place, this book is designed to help apply Net Promoter correctly, and foster growth and profitability in any organization. From the Back Cover Praise for Answering the Ultimate Question "A gritty, practical, how-to guide for anyone looking to implement high-impact customer loyalty programs. Loaded with tips and tricks - the things you need to know to use Net Promoter as a discipline for building a more profitable business." - Ralph A. Oliva, executive director, Institute for the Study of Business Markets; Professor of Marketing, Smeal College of Business, Penn State University "Most customer loyalty management efforts fail because of poor implementation and a lack of attention to detail. This book provides organizations implementing a Net Promoter program with a comprehensive and detailed road map to avoid the pitfalls and traps in execution." - Das Narayandas, James J. Hill Professor of Business Administration, Harvard Business School "Every top executive needs to understand not only why Net Promoter matters, but how to fully implement it to transform business. Answering the Ultimate Question is the book that will tell you both. Learning how to integrate Net Promoter into your operations can deliver a real bottom-line difference to your company." - William J. Amelio, CEO, Lenovo "Answering the Ultimate Question clearly illustrates that Net Promoter is not simply about surveying clients, but rather represents a unique and powerful way to run a truly client-centric business. Richard's and Laura's book is a virtual 'how-to manual' for leaders seeking to transform their business." - Troy Stevenson, vice president, Client Feedback Loyalty, Charles Schwab