

# Net Promoter Score

## iReach Briefing Series 2008

Recent research by Bain & Co.(Fred Reichheld – The Ultimate Question) has highlighted that Satisfied Customers may in fact be disloyal or detractors of a companies products or brand. Detractors are those customers that would not recommend your product or services to a friend.

Leading companies across all industries such as HSBC, O2, Group Neuf Cegetel, Philips, GE Money now identify customers as Detractors and Promoters (those that would recommend your product or service to a friend) and understand that Customer Satisfaction is not an exact measure of Customer Loyalty in today's connected world. In particular industries such as telecoms and financial services, this can be even more pronounced with high Churn rates across account holders and customers.

As thought-leaders in this field, iReach are hosting a number of free Industry Briefings to introduce you to these new disciplines and educate on how they can help you make informed business decisions.



### Seminar Content:

#### Introduction to Net Promoter Score

- Should you consider this discipline
- What are others doing and why
- How do you evaluate the possible benefits to your organisation
- Is there a simple starting point

**LEARN** about new innovations in Customer Experience Management (CEM) and gain a tangible view on these in action

**IMPROVE** your understanding of new disciplines such as NPS to know when they are most suitable

**APPRECIATE** the changing dynamics of Customer Loyalty from data collection to driven decisions.

**ACQUIRE** skills, knowledge and inspiration to run effective CEM Projects in a Connected Digital world.

**NETWORK** with other executives from across the Irish market

#### Who should attend

**Marketing Professionals, Brand Managers, Customer Service Managers, CRM Specialists and Research Users**

#### Upcoming Dates

**November 26<sup>th</sup> Lunch Provided  
12:30pm – 1:45pm**

**November 27<sup>th</sup> B'Fast Provided  
8:30-9:45 am**

#### Location

**Grattan House,  
Temple Road  
Blackrock  
Co. Dublin**

#### Admission fee

**Complementary**

#### Registration:

**Please call Mary Maher on 01-210 7000 or email [briefings@ireach.ie](mailto:briefings@ireach.ie)**

