

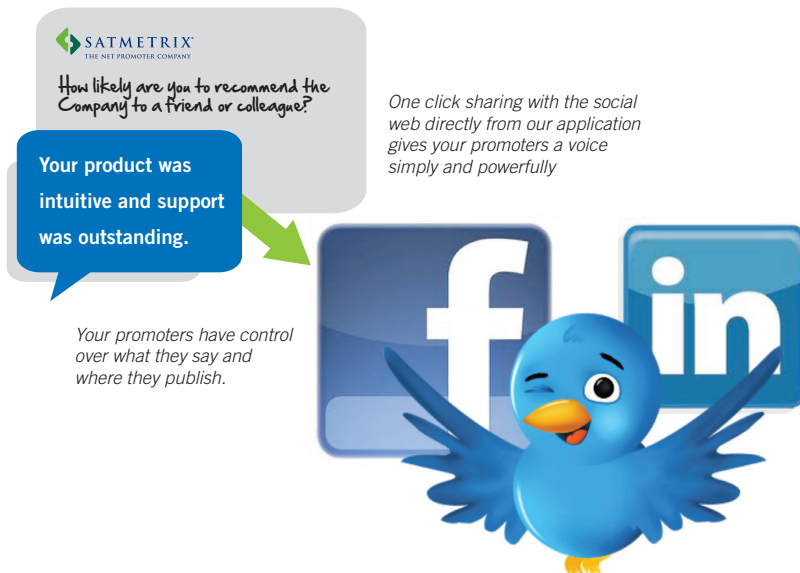
# MOBILIZE PROMOTERS

They want to recommend you. Now what?

Net Promoter success isn't about what customers say – it's about what they do.

## Turn enthusiastic customers into marketing and sales! Here's how.

Empowering loyal customers to promote your brand is one of the keys to Net Promoter success – that's why Satmetrix created the capability to **Mobilize Promoters**, a set of unique tools empowering your best customers to share their sentiments and your special offers easily and quickly.



How likely are you to recommend the Company to a friend or colleague?

Your product was intuitive and support was outstanding.

One click sharing with the social web directly from our application gives your promoters a voice simply and powerfully

Your promoters have control over what they say and where they publish.

### Promoter Power!

There's nothing more powerful than an evangelistic customer. You have customers who are Promoters – people who say it's highly likely they'll recommend you – so give them the opportunity to do just that. Satmetrix gives you the power to identify exactly who they are and enable them to buzz about you.

### It's like having a digital army.

Since an endorsement from a friend is 6X more powerful for your business than plain advertising, there's a huge upside in using **Mobilize Promoters** from Satmetrix to empower thousands of your best customers to show their friends that they love your business. It's the most powerful form of advertising possible, it's effective, it's immediate, and it's personal.

Building the power of Promoters into your business is a critical pathway to Net Promoter success. We help you get there.

### Mobilize Promoters from Satmetrix offers these powerful features:

**Recommendation sharing:** interactive prompts empower Promoters to share their feedback and spread word of mouth through social media.

**Offer sharing:** allows you to extend discounts, trial offers, and invitations to reward loyal customers and generate leads.

**Mobile platform support:** lets your Promoters respond to surveys, and share feedback and offers, from smartphones and tablets (iPhone, iPad, Android, and Blackberry).

### Mobilize Promoters – part of doing Net Promoter right.

**Mobilize Promoters** is a capability available in every Satmetrix Net Promoter in the Cloud offering. Satmetrix is the co-creator of Net Promoter, the manager of the largest community of Net Promoter practitioners in the world, and the leader in translating Net Promoter into practice and success through technology and expertise.

We know better than anyone that when it comes to Net Promoter success, asking the question – would you recommend – is easy. It's acting on the answer that's hard.

**Mobilize Promoters** is part of the solution – and that's where we come in.

Net Promoter in the cloud. Only from Satmetrix.



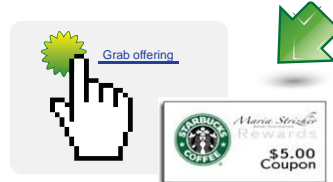
**“I don't care what kind of business you're in. Clients referring us to their friends or relatives is so much more powerful than any advertising we could do.”** -Chuck Schwab

“Promoters are such a tremendous asset for the Sopra Brand companies. They describe our product benefits in a much more authentic, direct and transparent way to our prospect than we ever could. They become our digital sales force. And the act of affirming enthusiasm builds a stronger bond with us. Our marketing is more effective and more efficient.”

Keth Gerson, COO,  
SOPRA Brands

## Got customer enthusiasm? Put it to work in your Net Promoter program.

**Mobilize Promoters** is fully integrated with Satmetrix Net Promoter in the Cloud, so it works seamlessly with your Net Promoter program. Close the loop more powerfully by acting on Promoter drivers. Use our comprehensive mobile capabilities to engage Promoters in the way they prefer. And leverage Text Analytics for even deeper understanding of what makes Promoters tick, so that you can continue to improve your customer experience. It's part of the only fast, powerful, and complete Net Promoter answer for your business.



## Closing the Loop

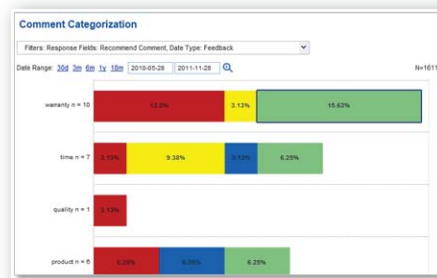
Interact with customer evangelists as never before.

- Develop stronger emotional bonds with Promoters by providing discounts and event invitations.
- Generate new leads when your Promoters extend trial offers and event invitations to their personal and business contacts.
- Report results by Promoter segments such as product, channel or region, and promotional event.

## Text Analytics

Move beyond words - get to meaning. What are your Promoters really saying?

- Real-time categorization and sentiment tagging alerts you to trends and new directions as they happen.
- Get insights, themes, and trends from Promoter comments.
- Clarify the profile and values of Promoters by product, regions or influence level and compare to Detractors.



Reports enable you to review and act on insights.



From a mobile device



## Mobile Capabilities

Extend your reach - engage Promoters online or on the go.

- Make sure every voice especially the positive core is heard. Reach respondents comfortably and efficiently wherever they work or play via Android, iPhone, iPad or Blackberry.
- Provide reporting on account-specific actions to team members while they are out in the field.

### Contact Satmetrix

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