

SATMETRIX SPARKSCORE™

Breakthrough! Net Promoter gets social.

Understand the social web (at last!) with Net Promoter.

How do you get social in a way that makes sense for your business?

Brand and product experience is increasingly about what customers say, not just what your company says. So understanding the power of social media, and learning how to make it part of your customer experience, is now more important than ever.

But how to make business sense of a medium that measures itself in likes, retweets, and follows? Wonder no more.

Finally, business sense meets social media sensibility.

Say hello to **Satmetrix SparkScore** – a true breakthrough to understanding the social web in a language you already speak: Net Promoter. The world's official social Net Promoter Score integrates social media activity into your customer experience so you can measure and manage it as part of your Net Promoter program.



The same approach which works so powerfully with structured and solicited Net Promoter program feedback now captures the unstructured, unsolicited conversation of the social web. This allows you – for the first time – to put social media activity into a context already familiar to you: your Net Promoter program.

Satmetrix SparkScore is a unique approach to understanding customer recommendation behavior in the place where it happens: in conversation on the social web. It is:

- A means to make an existing Net Promoter program even more powerful by capturing the conversations that surveys and solicited feedback do not
- A means to measure and understand real customer action, not just intent (what they do, not just what they say)
- A means to close the loop more effectively with detractors and promoters, and focus on influentials (both promoters and detractors)
- The enabler to creating a single means of managing an integrated Net Promoter program

Satmetrix SparkScore will soon be included in all Satmetrix Net Promoter in the Cloud software. **Satmetrix SparkScore** was developed in partnership with Metavana, creators of the leading sentiment engine for distilling meaning from the social web.

Better customer experience starts with a Spark. Only from Satmetrix.

“Consumers want a conversation, to dialogue, to participate, to be more in control.”

A.G.Lafley, Former CEO, Procter & Gamble Inc.

SparkScore is highly accurate:

it's built on the most accurate sentiment analysis engine of any solution available.

SparkScore is automated:

it gives you what you need right from the start, no need to tweak and fiddle to get accurate results.

SparkScore is comprehensive:

it captures not only social media conversation (Facebook, Twitter, and more), but also reviews, discussion sites, and specific conversations such as your own customer forums.

To learn more about Satmetrix SparkScore and hear about new Satmetrix SparkScore products as they become available, contact us at sparkscore@satmetrix.com.