

NPS® GO!

The Software Answer to the Ultimate Question

Achieving Net Promoter® success is not about the question you ask... it's what you do with the answer.

Fast. Powerful. Complete. Action-oriented technology, not passive analytics.

Only **Satmetrix NPS Go!** delivers the four things you need to do – and do well – to build a successful customer experience using Net Promoter. It's cloud-based technology developed solely for customer-obsessed companies who want the greatest benefit from their Net Promoter program. You'll be up and running in just hours, with all the tools you need to get actionable results.

Reduce churn and build stronger customer loyalty

Recover and build greater customer value by being alerted and responsive to issues raised by both detractors and promoters. Transform customer opinion and cultivate loyalty through fast response. Our real-time feedback system identifies at-risk customers or segments and prioritizes them for immediate follow-up action.



SATMETRIX
THE NET PROMOTER COMPANY

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

One click sharing with the social web directly from NPS Go! gives your promoters a voice simply and powerfully

Your product was intuitive and support was outstanding.

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

Icons for LinkedIn, Twitter, and Facebook.

Empower loyal customers to promote your brand

There's nothing more powerful than an evangelistic customer. Promoters – those most likely to recommend you – are not merely more valuable as buyers; their effect on those around them is profound. We give you unique tools to empower promoters to share their opinions through social media and other content.

Generate more powerful customer insights to drive success

If you don't know, you can't act. Hearing what your customers are saying – to you, and about you – and analyzing that sentiment meaningfully produces more than just data. It creates insight that drives action to improve your customer experience – the interaction with your business that influences recommendations.

Drive customer obsession through accountability

Companies who think about their customers more than about themselves are the ones who achieve true Net Promoter success. To drive this fanatical customer focus throughout your business, **NPS Go!** gives you the tools to provide accountability and customer-first thinking across departments and roles, from top to bottom.

NPS Go! is software that does Net Promoter right.

It was developed by Satmetrix, 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 is easy... it's acting on the answer that's hard. And that's where we come in.

Only Satmetrix has the Software Answer to the Ultimate Question.

“
At Verafin, we take speed and efficiency seriously. We were delighted that our **NPS Go!** system was up and running in two weeks and immediately helped our team members solve issues identified in customer feedback.”

Amanda Dunn, Customer Success Manager, Verafin, Inc.

“Our entire organization loved the themes highlighted by the Word Cloud reports and appreciated being able to look at both qualitative and quantitative data by segment.”

Amanda Dunn
Customer Success Manager
Verafin, Inc.

NPS Go! is part of Satmetrix Net Promoter in the Cloud.

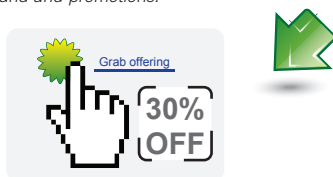
Satmetrix NPS Go! enables you to implement a Net Promoter program quickly and with actionable results. Part of our Net Promoter in the Cloud offering, NPS Go! leverages our best-in-class templates, proven best practices, and unique product features combined with the power your business needs.

Mobilize Promoters

Make customer evangelists your biggest asset.



Surveyed Promoters share your special offers through their own social media applications creating broader access to your brand and promotions.



- Interactive prompts empower Promoters to share their feedback through social media.
- Social offer sharing allows you to extend discounts, trial offers, and invitations to reward loyal customers and generate leads.

Text Analytics

Move beyond words, get to meaning. What are your customers really saying?

- Word Clouds let you see high level themes by category and compare topics across dimensions.
- Advanced search capability lets you view detailed segment results *ad hoc*.

Two Question Net Promoter Survey

Apply our best practices to create the best results.

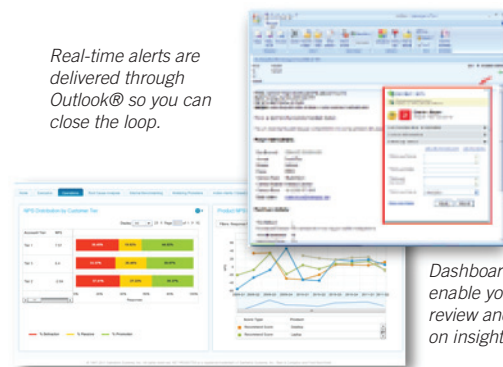
- Mobile capabilities let your customers respond from smartphones and tablets (iPhone, iPad, Android, and Blackberry).
- Multiple languages, including Right to Left such as Hebrew and Arabic, support global programs.
- Touch rules prevent over-surveying.

Alerts and Action Planning

Rescue detractors, build customer value, and improve responsiveness.

- Alerts are sent directly and immediately to the most appropriate owner to close the loop.
- Microsoft Outlook® is fully integrated, plus access is available through the application, so the workflow works the way you do.
- Action owners can see feedback in depth and breadth, then follow up and document the interaction.

Real-time alerts are delivered through Outlook® so you can close the loop.



Dashboards enable you to review and act on insights.

Role-based Action Reporting

Get the right information to the right people, from top to bottom, for faster results.

- Business View for Managers summarizes trends against targets, answers key questions and drives accountability top of mind.
- Performance Scorecard for Key Accounts provides a single view of health and risk for Account Managers that drives action. Exportable to Powerpoint or PDF.
- Dashboards provide snapshots to the front-line. You create and manage dashboards.
- Report by region, product, account tier, call center and individual – so each user has the right dashboards and charts with the most relevant data to act upon.
- Microsoft Powerpoint® integration lets you create and distribute updated and role-appropriate data to key stakeholders easily.

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