

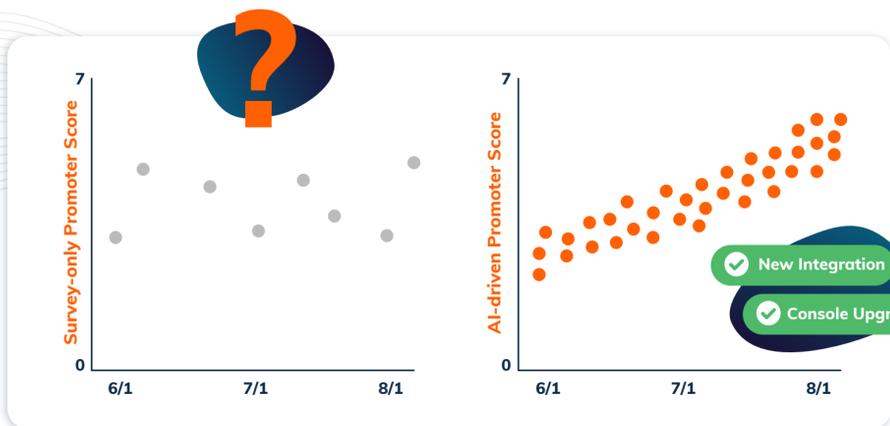
5 Benefits of the AI-driven Promoter Score

The Net Promoter Score (“NPS”) survey has long been a popular customer experience metric. Many studies show that higher NPS scores are correlated with business outcomes like increased customer lifetime value. But how do you improve NPS? And how do you know that your hard work is paying off without giving your customers survey fatigue? And what happens when customers don’t respond? The AI-driven promoter score [measures customer sentiment](#) by automatically identifying promoter and detractor moments across all of your [organic customer feedback](#), which represents all of the daily make-or-break moments where customers interact with your business. It captures signals from every customer interaction to help you distinguish happy advocates from unhappy customers who will churn, early, regardless of whether customers answered surveys. Read on for 5 benefits of the AI-driven Promoter Score:

1 Find the “why” behind NPS and illustrate clear trends

The NPS score is a useful benchmark and higher NPS scores are often correlated with business outcomes like reduced churn and larger average contract sizes. But unless customers provide commentary to explain the NPS scores they give you, it’s very difficult to know why they gave you the rating they did and how to chart a course to a higher NPS score and stronger customer relationships.

The AI-driven promoter score attaches rich context from organic feedback based on all of your customer interactions to every score, so it’s easy to trace scores right down to the most influential moments in your customer relationships.



2 Listen to your silent majority

The average NPS survey response rate is 15-30%¹. Of course, hearing from even a few of your customers is better than nothing, but it’s dangerous to assume that no news is good news. In fact, we found that 67%² of customers declined to respond to surveys following detractor moments.

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3 Convert your passives into promoters

“Passives”, or customers with middle-of-the-road feelings about your relationship, are often less likely to respond to NPS surveys than promoters or detractors who have stronger feelings. This makes them traditionally very hard to get a read on. However, it’s especially important to understand this group because there’s a good chance that you can turn them into promoters if only you knew what you could do better for them.

User A
Company B
5/18/2021 7:31am
+source zendesk

“Ugh ok. I really wish I could update that globally instead of each individual report. Thanks.”

Overall, how easy was it to solve your problem today?

1 2 3 4 5 6 7 8 9 10
No Response

Because AI-driven promoter scores don’t depend on surveys, they make it easy to understand your “passives” based on your organic interactions and help light the way to convert them into promoters — AI-driven promoter scores can help you convert 20%³ more passives into promoters.

4 Instantly spot detractors and get ahead of expectations, before they have a chance to give you a bad mark, or worse, churn

Don’t wait to identify detractors until they’ve made up their minds and given you a bad survey score. The AI-driven promoter score flags detractor moments early, right as they are unfolding, so that you have a chance to course-correct and get ahead of your customers’ expectations. In fact, the AI-driven promoter score identifies detractor moments in mere minutes.

AI-Driven Promoter Score

4:33pm: User A Company B: “I’ve spent my entire day trying to fix this and I’m at wit’s end.” Account Health Alert

5:08pm: Account Manager: “So sorry this has been a pain. Let me give it a shot and see if I can clean this up for you so you have the right numbers for your meeting tomorrow.”

5:13pm: User A Company B: “You’re a lifesaver! Thank you. The data is so important to us but the last-mile is a killer every time.”

5:27pm: Account Manager: “I hear you. We’re working on that!”

Organic Promoter Score (oPS): 81, ↑ 8%

Survey-Only Promoter Score

4:33pm: User A Company B: “I’ve spent my entire day trying to fix this and I’m at wit’s end.”

VS.

28 Days later: Overall, how easy was it to solve your problem today?
1 2 3 4 5 6 7 8 9 10

5 Increase NPS and customer lifetime value

Because the AI-driven promoter score predicts NPS with >90% accuracy², an increase in the AI-driven promoter score helps you predict and drive increased NPS scores as well as business outcomes like reduced churn and higher lifetime value. Because it’s upstream of NPS and based on organic feedback, daily and weekly fluctuations can help you steer toward a higher NPS so you always know what’s moving the needle in your customer experience.

The AI-driven promoter score predicts NPS with >90% accuracy²

Talk to our team about getting started with our AI-driven promoter score. →

Sources:

- ¹Customer Monitor
- ²Frame AI aggregate study of millions of 2021 customer interactions
- ³Frame AI customer case study: a productivity management tool with >10k customers