

INFLUENCE OF NPS ON CONVERSION AND FINANCES

Challenges

- Studies conducted by Customer Experience agencies have confirmed close correlation between likelihood to recommend a retailer (the NPS) and willingness to buy there again, and numerous case studies point out that the increase in the NPS results in growth of revenues;
- There is, however, little research on direct impact of consumer experiences on conversion and actual financial results of a company;
- YourCX as the only agency in Poland is able, using its own tools, to take on the challenge of analyzing translation of NPS into conversion and revenues.

Solution

- Segmentation of user paths based on declarative data (purposes of visits, reasons for abandonment of purchasing process, NPS and others) allows for full-fledged analysis of conversion;
- Compilation of the data relating to conversion and cart value enable also calculation of how a change in the NPS (Detractors, Passives, and Promoters) will affect your revenues.

Conclusions

- The increase in NPS by 5 results in a 0.95% increase in revenues in the short term, which means that optimization of experience and loyalty translates directly and immediately into real revenue growth;
- The analysis indicated above concerns optimizing the experiences at one brand touchpoint, which means that a comprehensive approach to optimizing the experiences is associated with even greater growth (the synergy effect);
- The increase in NPS has also other positive effects, such as boosting the retention and whisper marketing, which also translates into financial success.



YOURCX TOOLS ENABLE USER PATHS
ANALYSIS WITH FULL CONTEXT
OF EXPERIENCES AND EMOTIONS

HOW TO GROW YOUR BUSINESS WITH CX RESEARCH?

Decreasing cart drop-offs

Lowering the costs of support and assistance

Maximizing customer lifetime value (LTV)

Increasing both online and offline customer satisfaction

Identifying bottlenecks and technical mistakes

Improving conversion ratio

How do we do that?

- We rely on market indicators and on our own unique benchmarks;
- We combine data from all channels, both online and offline;
- We create innovative technical solutions tailored to the needs of our Clients and their specific analytical issues;
- We match the content and appearance of survey questionnaires to brand image;
- We conduct professional market research in cooperation with our Clients;
- We collect a complete set of information relating to the users and their behaviour, including paths, events, sources of visits, frequency of visits, geolocation and full technical data.



We approach each and every CX strategy individually



We analyse our Clients' businesses and group their customers



We provide technical and communication support at all stages



We present regular reports, we provide 24/7 access to the results



We establish benchmarks in cooperation with our Clients



We support process optimization

STRATEGIES DEVELOPED BY YOURCX ARE DESIGNED TO IDENTIFY PROBLEMS, INDICATE SOLUTIONS, AND ACHIEVE GOALS. WE OFFER OUR ORIGINAL ADVANCED TOOLS, RICH KNOWLEDGE, EXTENSIVE EXPERIENCE AND HARD DATA, THE USE OF WHICH TRANSLATES DIRECTLY INTO GROWTH OF YOUR BUSINESS.