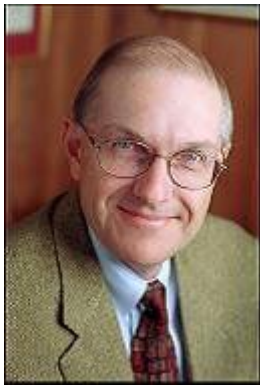


You've heard of Net Promoter Score, right?

You might assume that its inventor sees his creation as the best survey product on the planet. Wouldn't you?

Ready for a little surprise?



*This is Fred Reichheld, * author of The Ultimate Question, the book that started the self-proclaimed Net Promoter Movement.*

Fred knows a bundle about promotion, but maybe, just maybe, not quite so much about how to conduct a customer survey.

The premise of NPS is that the answer to a single question - How likely are you to recommend us to a friend or colleague? - is the only thing business operators need to know in order to grow their business. Generate a better score than your competitors and YOU WIN!

But is it really that simple? The following discussion was found on a blog authored by Fred Reichheld. One of Fred's readers posed this question:*

"Can a one-question survey predict growth as accurately as a long survey?"

This was Fred's response to that question:

"If you can convince a customer to spend time answering dozens of questions, you can predict that customer's behavior more accurately than you can with one question. The problem is, most customers in this busy world won't give you that much time - witness typical survey response rates from 2% to 20% - and you couldn't afford the surveying and data processing expense if they did.

In B2B the problem is even thornier, because the senior execs who drive purchase decisions are the least likely to tolerate lengthy surveys."

With a nod of appreciation for the tacit endorsement, we beg to disagree. With InfoQuest, you can pose 3 to 6 dozen questions, instead of one, and enjoy a response rate that enables you to focus solely on the senior level execs who drive the revenues of your company.

The one point we differ on? Cost. There are no high-priced consulting firms lurking in our background, so InfoQuest is not only affordable, the depth of information it uncovers typically pays for itself, often many times over.

*http://netpromoter.typepad.com/fred_reichheld/2006/07/questions_about.html

We are InfoQuest, inventors of the survey with the highest response rate (+/- 70%) on the planet. Actionable results (try that with one question). Deliverables built on simplicity and clarity. A process wrapped around closed-loop communication. No web. No phone. No paper. No techno-babble. No smoke and mirrors. No gambles. And definitely no NPS.

With experience in 104 countries and 25 languages, we've been bursting bubbles and re-writing the conventional wisdoms of customer communication since 1995. We invite you to check us out. Better yet, give us a call or drop us a line. We'll show you what an actionable and economically sensible customer survey looks like.

For further reading try, "Net Promoter Score - Search For The Magic Pill" under Articles and Downloads

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Business Process Review