

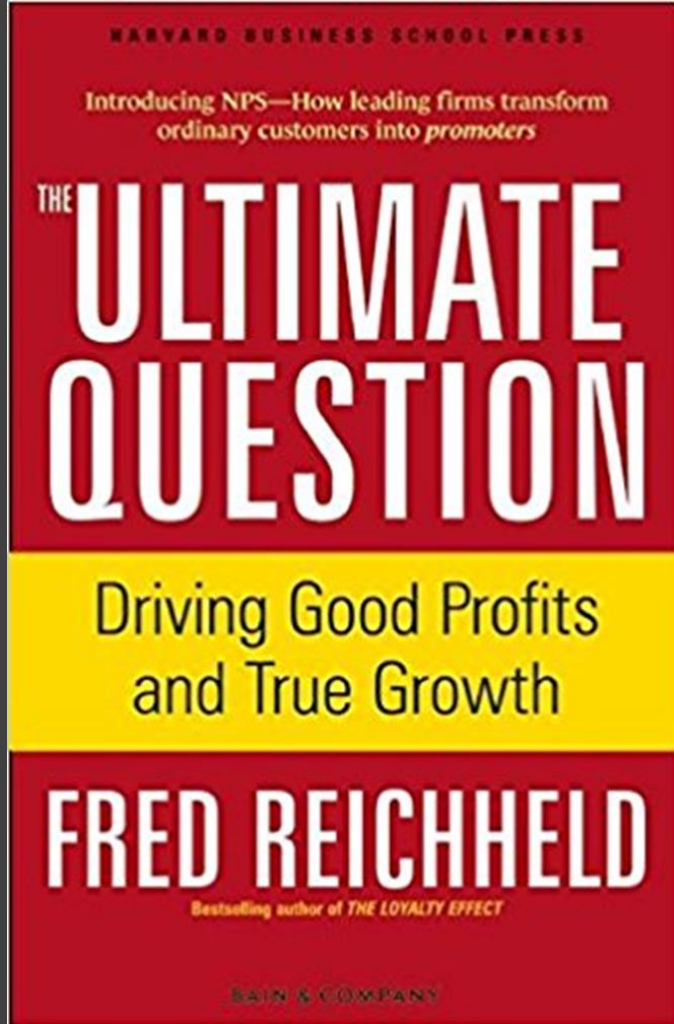
NPS and  
Employee  
Engagement

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What is NPS?



**NPS stands for Net Promoter Score or System.**

**It is a management tool that is used to measure the LOYALTY of a company's customer relationships.**

**It is supposed to be correlated with revenue growth.**

# The Ultimate Question

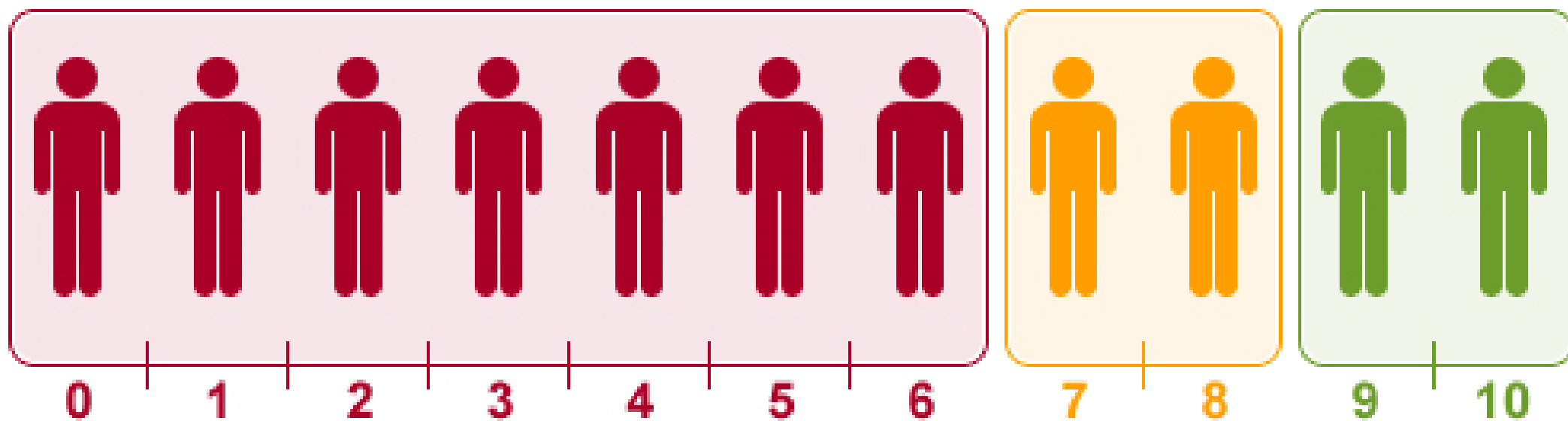
On a scale of 0 to 10, how likely are you to recommend X company to a friend?



**DETRACTORS**

**PASSIVES**

**PROMOTERS**



**Net Promoter Score**

**=**

**% Promoters**

**-**

**% Detractors**

What's your  
score?  
Do you have  
an NPS target?

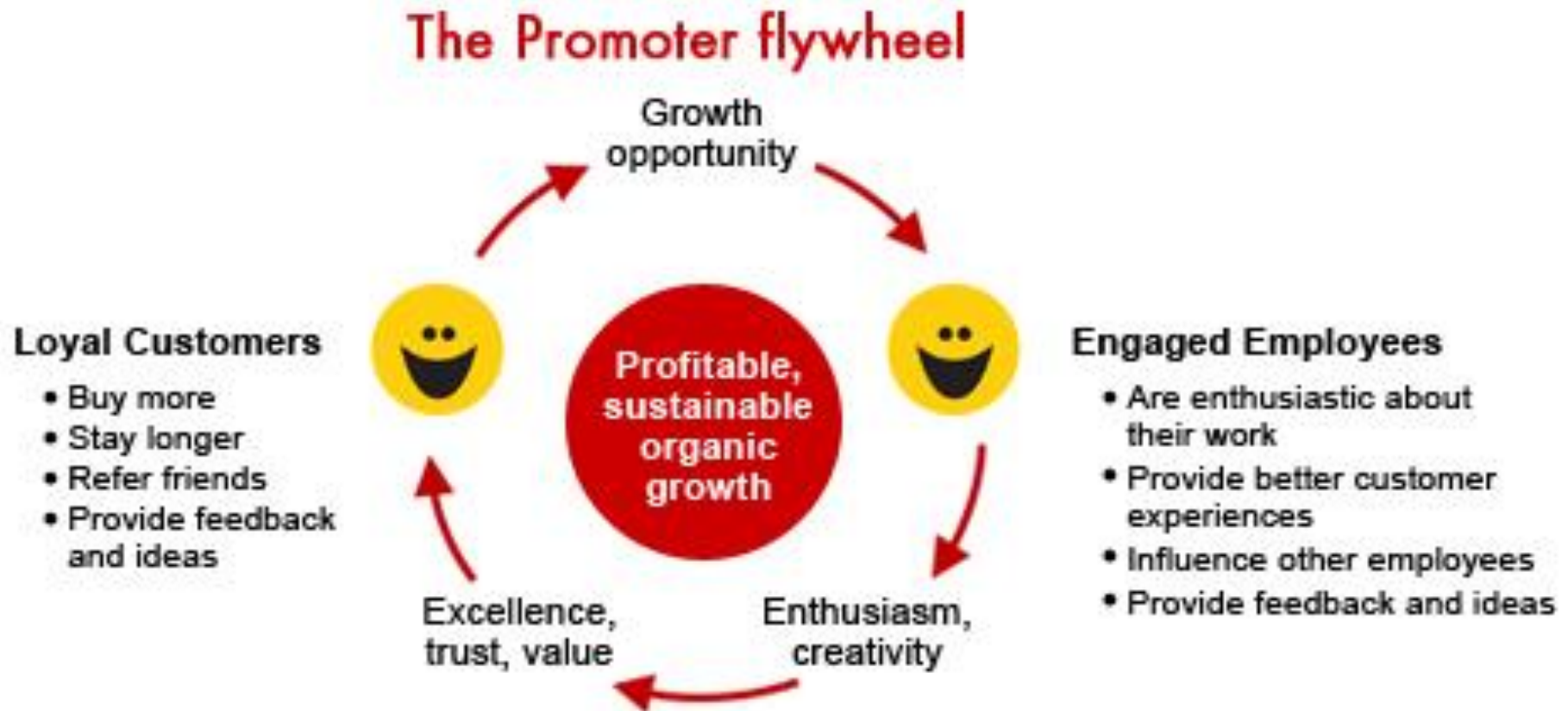


# Key steps

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# What is the ultimate goal?





**If your organization struggles to attain customer loyalty, then consider an employee engagement plan.**

**Research shows there is a direct correlation between engaged employees and the satisfaction of your customer and ultimately achieving your business outcomes.**

In other words, employee engagement drives customer satisfaction. [Richard Branson](#) says, “Take care of your employees and they will take care of your customers”.



“Clients do not  
come first.  
Employees come  
first.  
If you take care of  
your employees ,  
they will take care  
of the clients.”

**Richard Branson**

How would you  
describe an engaged  
employee?

**Listen.**

**Seek input.**

**Keep in the know.**

**Get Social.**

**Give Individual Attention.**

**Recognize Proudly & Loudly.**

## What Employees Say They Want

(#1 is most important)

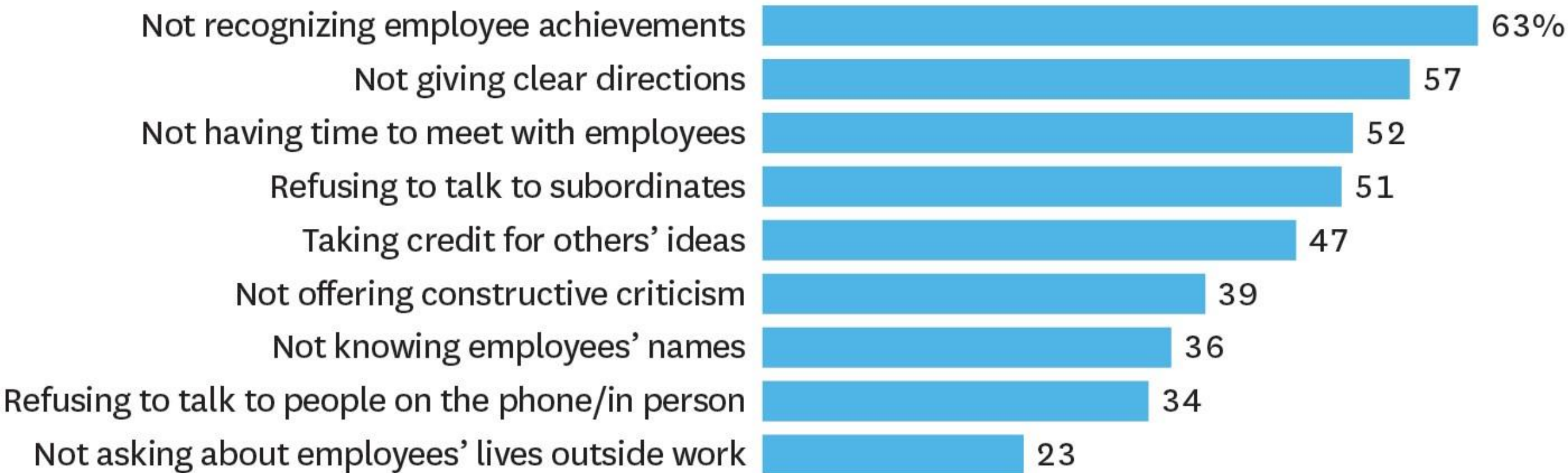
1. Full appreciation for work done.
2. Feeling "in" on things.
3. Sympathetic help on personal problems.
4. Job security.
5. Good wages.
6. Interesting work.
7. Promotion / growth opportunities.
8. Personal loyalty to workers.
9. Good working conditions.
10. Tactful discipline.

## What Employers *Think* Their Employees Want

1. Good wages.
2. Job security.
3. Promotion / growth opportunities.
4. Good working conditions.
5. Interesting work.
6. Personal loyalty to workers.
7. Tactful discipline.
8. Full appreciation for work done.
9. Sympathetic help on personal problems.
10. Feeling "in" on things.

There is obviously a disconnect between employers and employees. Employers believe that monetary compensation is the main thing their employees desire, while employees actually want to be appreciated, cared for and "in" on things.

Source: [www.mindflash.com](http://www.mindflash.com)



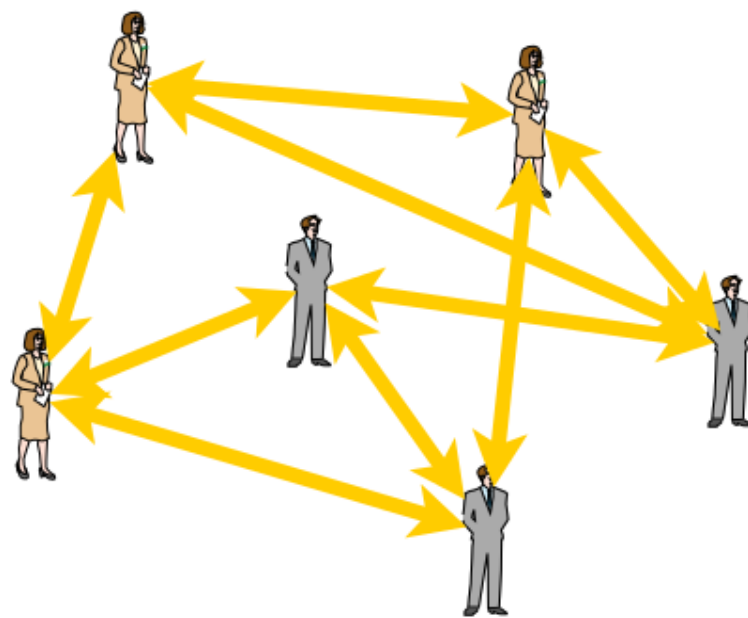
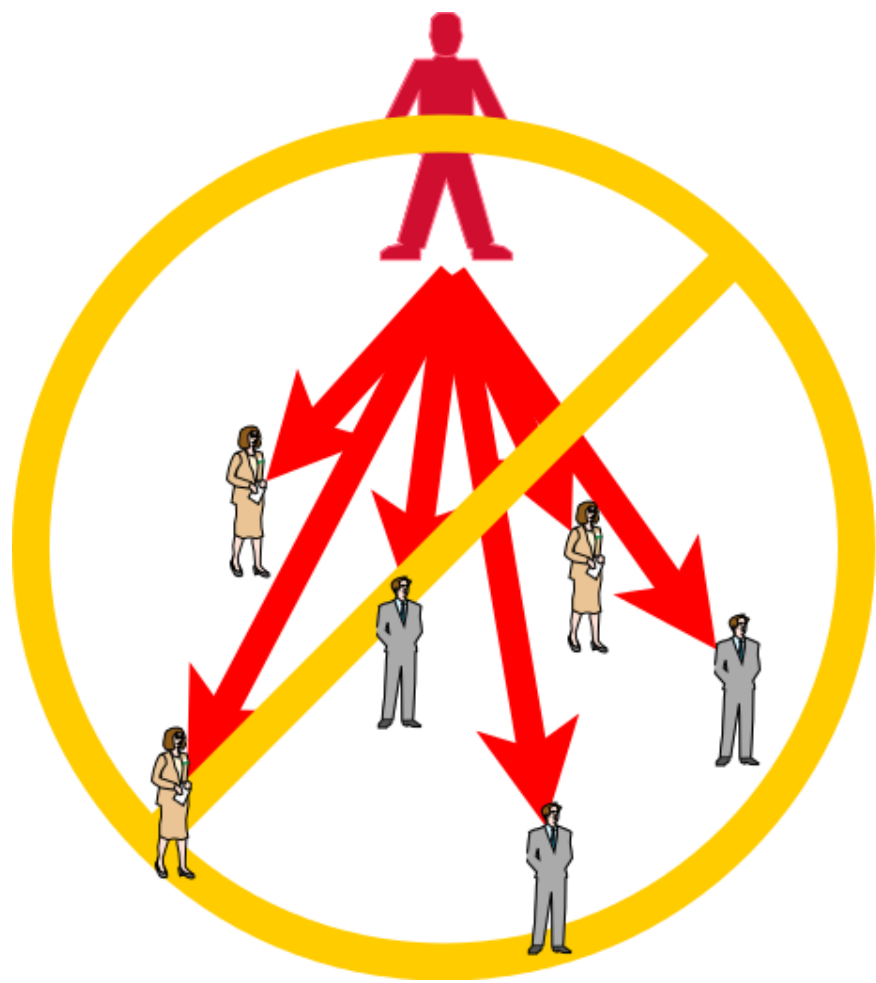
**SOURCE** INTERACT/HARRIS POLL OF 1,000 U.S. WORKERS

© HBR.ORG



*There are*  
**NO SMALL**  
*parts*









- View your teams as resources – learn from them
- Seek feedback
- Don't focus on the number
- Discuss student feedback
- Encourage open communication with your support teams
- Celebrate small victories
- Be creative

**KPI=**

~~**Key Performance Indicators**~~

The New Leadership

**KPI**

Keep people interested

Keep people informed

Keep people involved

Keep people inspired



Thank you.