

# SURVEY RESULTS

---

INSIGHTS UNIVERSITY 2016

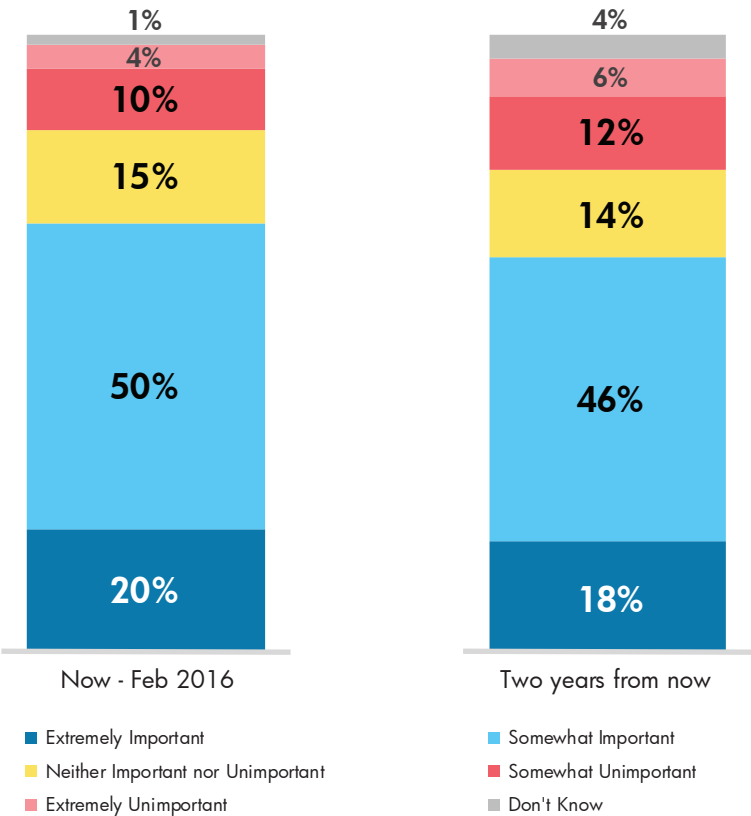
SOLVING FOR  
**GROWTH**  
GAIN & RETAIN



# RESPONDENTS PERCEIVE THE NET PROMOTER SCORE TO REMAIN IMPORTANT TO MANAGEMENT TWO YEARS FROM NOW

We asked marketers for their perception on the importance of Net Promoter Score (NPS) to management now, and in the future.

Question: How important is Net Promoter Score (NPS) to management?



## PRESENT

The perceived importance of NPS to management may come from its simplicity as a 'one-number' metric understood by all.

## FUTURE

Despite the endurance of NPS as an organisational trend, it is questionable whether management decisions should be based on a singular metric, ignoring the rigour and precision of alternatives. Identifying the rational and emotional drivers of purchase decision and brand performance on these measures provides management with actionable clarity to make decisions, which will help to grow market share.

## TIME WILL TELL

While other more sophisticated measures exist to inform management decisions, it is unclear whether they will supersede NPS in the future.

Sample size: n=125



SOLVING FOR  
**GROWTH**  
GAIN & RETAIN



# CONTACT

---

## **Asia Pacific**

Level 5  
550 Bourke Street  
Melbourne VIC 3000  
AUSTRALIA  
+61 3 9614 3000

## **North America**

Level 5  
400 Madison Avenue  
New York NY 10017  
USA  
+1 929 239 3080

[www.forethought.com.au](http://www.forethought.com.au)

SOLVING FOR  
**G R O W T H**  
GAIN & RETAIN

