



Dominate Your Customer Experience

Providing a custom solution for your business.

NET PROMOTER SCORE

Challenge

In 2018, a worldwide valve manufacturer sought to realign its marketing efforts to serve a five-year growth campaign. As part of their marketing analysis, they identified the need for customer feedback but had been unable to gather it consistently or get unbiased results. Additionally, the inconsistencies in their process produced results that could not identify trends in customer behavior or produce reliable customer intelligence for management review.

Solution

Initially contracted to assist with strategy, the Exo Group began to perform customer interviews as part of a monthly marketing analysis portfolio. Working with the Vice President of Marketing and Quality Assurance department, we created a Net Promoter Score process that produces high-quality customer interviews on a regular basis and with consistent, auditable results.

Result

With an agreement to complete a minimum of three per month from a pool of recent customers the Exo Group began performing Net Promoter Score calls. Since then, the process has achieved a consistency allowing it to be added into their Quality Assurance/Quality Control handbook and a metric tracked by their executive leadership.

The Net Promoter Score process has yielded high profile wins.

- A phone conversation with the Exo Group unearthed a highly disgruntled multimillion dollar account that took multiple visits from the Sales team and company President to retain.
- Customer feedback was used during the Business Planning process to help justify price increases, revealing customers chose primarily on product quality.
- Sharply contrasting to its original perception, the Exo Group and Net Promoter Score process has created advocates among its leadership and led its founder to say, "Great job, this is exactly the type of feedback we've been looking for. I'm glad you're a part of the team!"

This focus on Customer Experience is why the valve manufacturer has consistently ranked as one of Houston's Most Admired Companies.

ABOUT US

Founded in 2007, The Exo Group creates solutions for your marketing and media problems. While grounded in contemporary business philosophy, we seek to push creative boundaries in the websites, brochures, corporate videos, and social media projects we produce.

CASE STUDY

Situation

- Marketing Department with inconsistent Customer Experience measurements
- Strategic Plan calls for growth through existing customer base
- Limited budget

INDUSTRY

Energy

SIZE

< \$250MM

SERVICES

Net Promoter Score, Customer Interviews

Houston, Texas



832.413.2185



info@exnio.com



www.exnio.com

