



You can translate customer experience into profitable growth with CySurvey

CySurvey allows you to design and create your own surveys. With CySurvey you measure your customer's satisfaction with your business and gain the 'voice of the customer'

CUSTOMER EXPERIENCE IS THE NEW CURRENCY OF POWER

With the rise (and rise and rise) of social media, we all know the cardinal rule, mistreat your customers at your own peril. Embrace the notion that customer experience and customer service IS the new marketing.



"YOUR CALL" REALLY HAS BECOME IMPORTANT

After decades of lip service, "your call" really has become important in that it provides a rare opportunity to build trust and loyalty -- or not. This is the result of our Web-based, self-service world leaving few opportunities for actual connection and interaction with customers"

THERE IS A GOLD STANDARD FOR COMPANIES WHO WANT TO TRANSLATE CUSTOMER EXPERIENCE INTO PROFITABLE GROWTH. IT'S CALLED NET PROMOTER

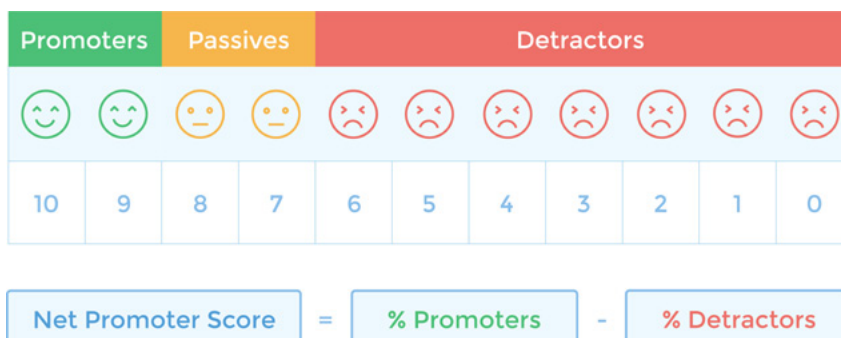
CyTrack recommends Net Promoter Score (NPS) as the gold standard loyalty metric for measuring customer satisfaction. Our CySurvey tool is developed as a powerful but simple survey tool that enables you to ask your customer questions that request a simple 1-10 score and pursue the NPS methodology. You may then set rules to handle or escalate those callers that leave responses you want followed up.

KNOW THE SCORE

The Net Promoter Score, or NPS®, is based on the fundamental perspective that every company's customers can be divided into three categories: Promoters, Passives, and Detractors. By asking one simple question — How likely is it that you would recommend [your company] to a friend or colleague? — you can track these groups and get a clear measure of your company's performance through your customers' eyes. Customers respond on a 0-to-10 point rating scale and are categorised as follows:

- Promoters (score 9-10) are loyal enthusiasts who will keep buying and refer others, fueling growth.
- Passives (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.
- Detractors (score 0-6) are unhappy customers who can damage your brand and impede growth through negative word-of-mouth.

To calculate your company's NPS, take the percentage of customers who are Promoters and subtract the percentage who are Detractors.



To take your business to the next level start now – click here to find out more cytrack.com/enquiry