

# Net Promoter Score®

## Your advantages when conducting an NPS®plus survey with Rogator:

- Implementation of benchmark studies
- Connection to CRM systems, automated invitation dispatch (RogMessenger)
- Integration of specific additional questions
- Score-dependent alert function for rapid reaction
- Transactional NPS®plus survey
- Experience in the B2B and B2C sector
- Identification of optimization potentials - Clear recommendations for action

## Our services at a glance:

- Project management and hosting
- Questionnaire development, design, programming and mobile optimization
- Continuous invitation management
- Recruitment of participants via online access panels
- Evaluation and reporting
- Presentation of results
- Workshops

## Three steps to the NPS®plus

### Are your customers just satisfied or already enthusiastic?

Do not leave the satisfaction and repurchase intention of your customers to coincidence. We supervise the survey of your NPS®plus right from the start and are your reliable partner throughout all phases of the project.

We offer you full-service from individual consulting to implementation and evaluation of your NPS®plus survey and assist you in every requested project phase with our professional and high-performance software.

This allows us to efficiently identify and continuously increase your customers' willingness to recommend you to others.

#### 1. Conceptual design:

In the course of our cooperation, we coordinate specific additional questions with you to ensure a higher benefit from the survey. This will be followed by programming using our technology in the corporate design of your company.

#### 2. Field phase:

A mostly automated invitation management ensures that individuals are not addressed more than once within a certain period of time. Access the aggregated data at any time.

#### 3. Evaluation:

Detailed feedback on topics and touchpoints provides you with clear information on the optimization potential of your process chain.



# Automated feedback processes



## Your benefits with Rogator:

- Cross-industry know-how
- Data protection through Rogator's own certified server landscape with maximum security standards
- No interfaces with additional service providers
- No cloud-based processes
- Software and consulting from a single source
- Score-dependent alert function for rapid reaction
- Premium dashboards for data visualization

## Our services at a glance:

- Kick-off workshop on process development
- Project management and hosting
- Integration of the relevant contact persons and functional areas of the company
- Technical implementation
- Questionnaire development and programming
- Soft-launch phase of participant invitation
- Full-launch and start of continuous invitations
- Creation of dashboards for data visualization

## We design your customized and successful, automated survey process

Would you like to receive continuous feedback from your customers at various touchpoints? Would you like to efficiently connect data streams to this effect? Would you like to use a largely automated research landscape with integrated alert systems?

With our Combined Competence, we work with you to develop the optimum automated feedback process for your company. We are your reliable partner – from the selection of participants up to the visualization of the results using dashboards. You can also benefit from our powerful software and the extensive know-how of our customer feedback experts.

