Harnessing Net Promotor Score for Unparalleled Customer Loyalty

See How We Turn NPS Data into Actionable Insights for Strategic Business Growth

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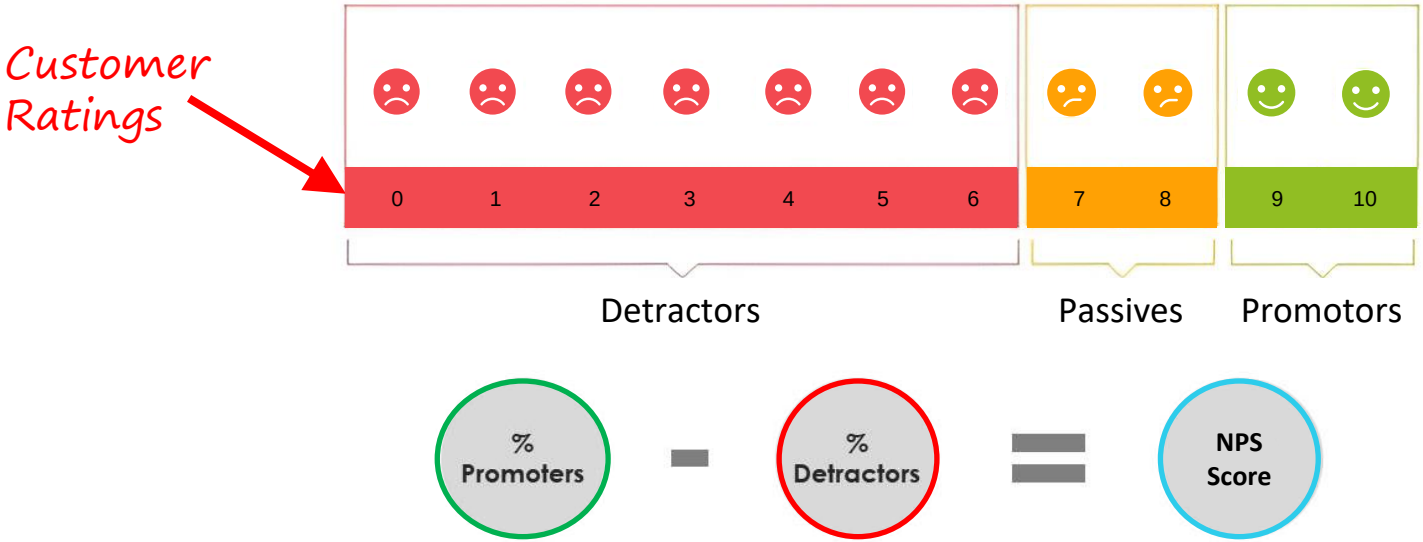
Why is Net Promoter Score (NPS) important ?

NPS measures customer satisfaction, offering insights to boost engagement and business success.

How to calculate it?



COMPANY OVERVIEW

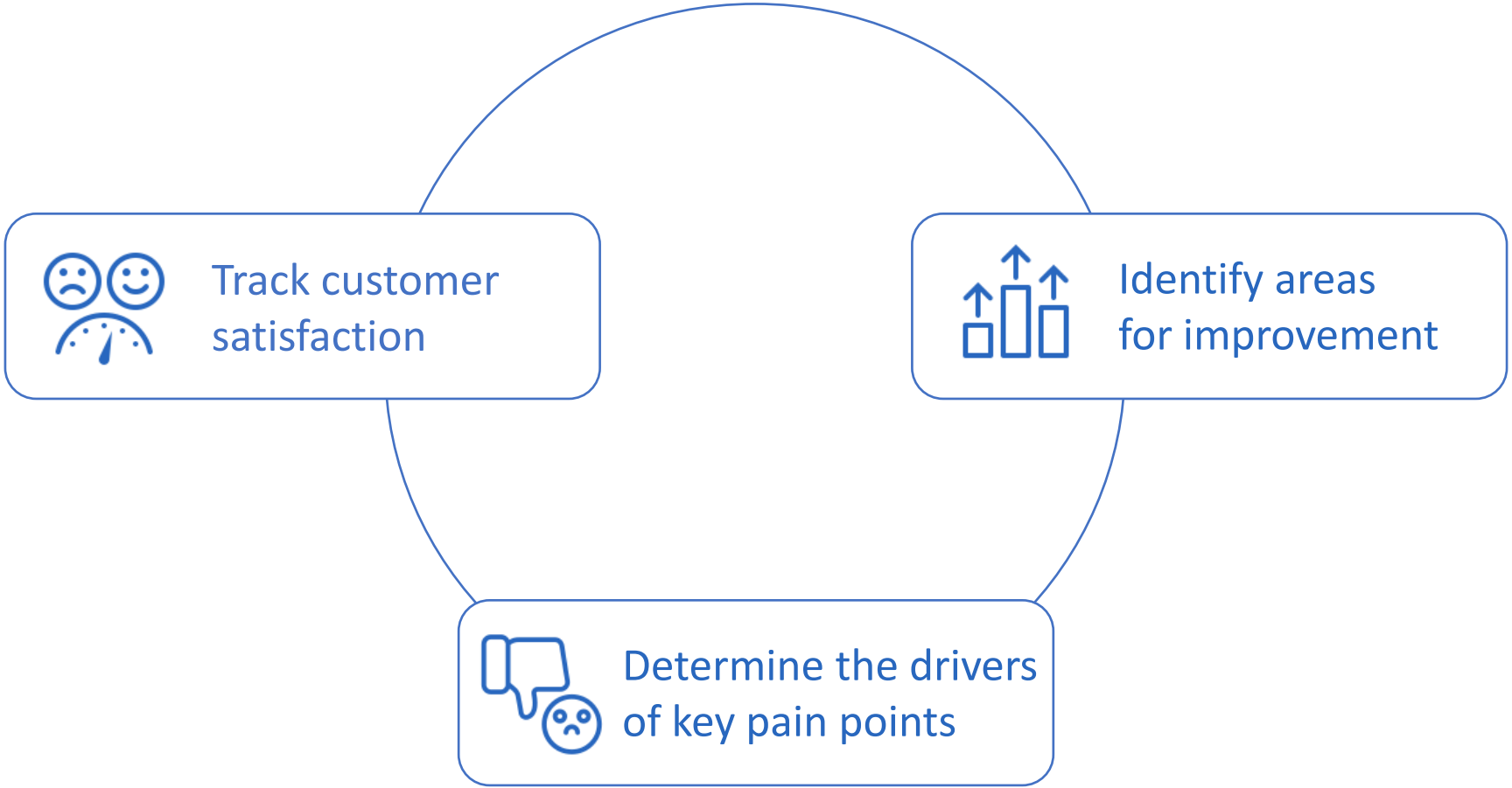
Global B2B
Payments Platform

1M+
Customers

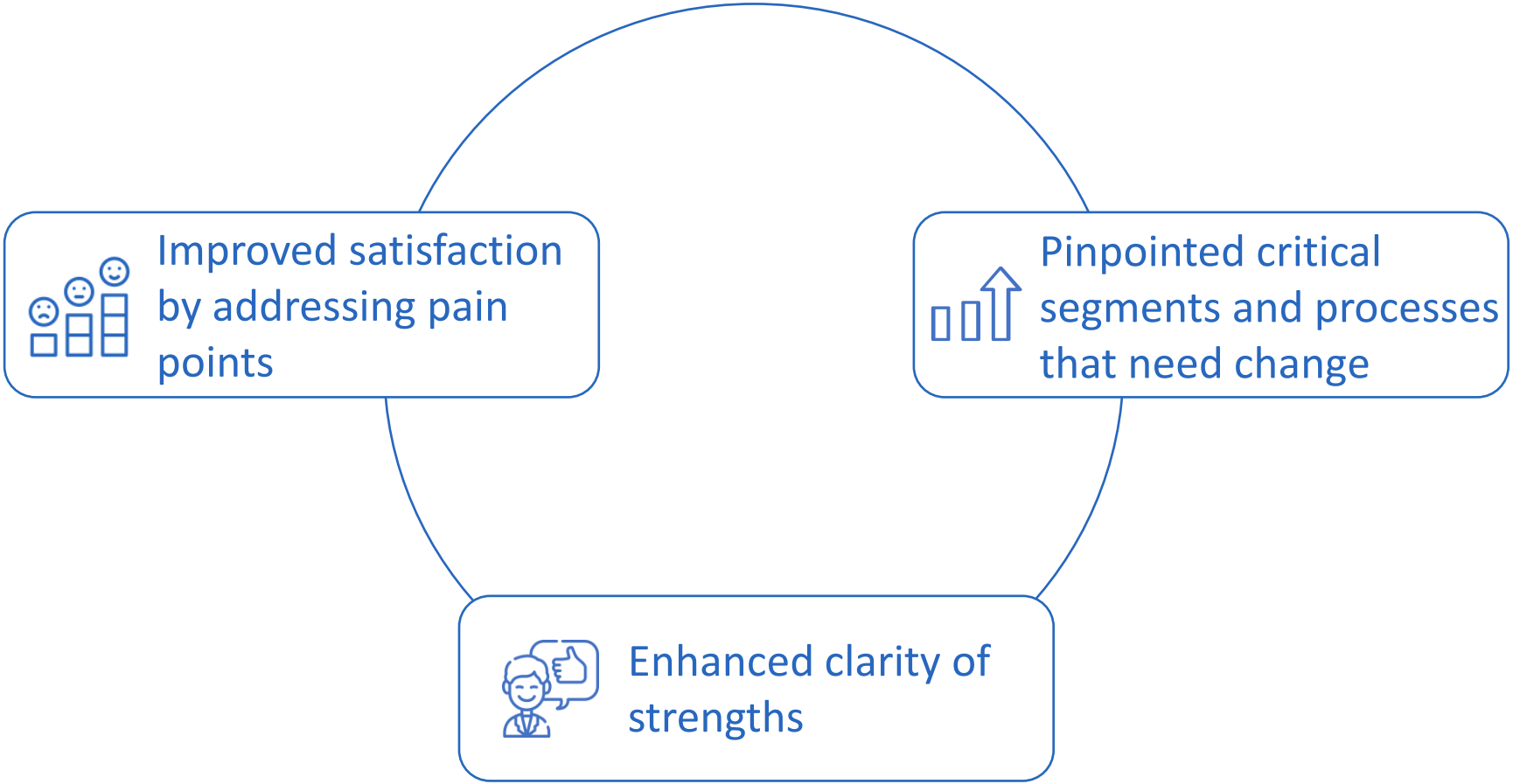
100+
Countries

Head of
Customer Success

OBJECTIVES


Track customer satisfaction
Identify areas for improvement
Determine the drivers of key pain points

BENEFITS


Improved satisfaction by addressing pain points
Pinpointed critical segments and processes that need change
Enhanced clarity of strengths

This is an overview

NPS overview and trends

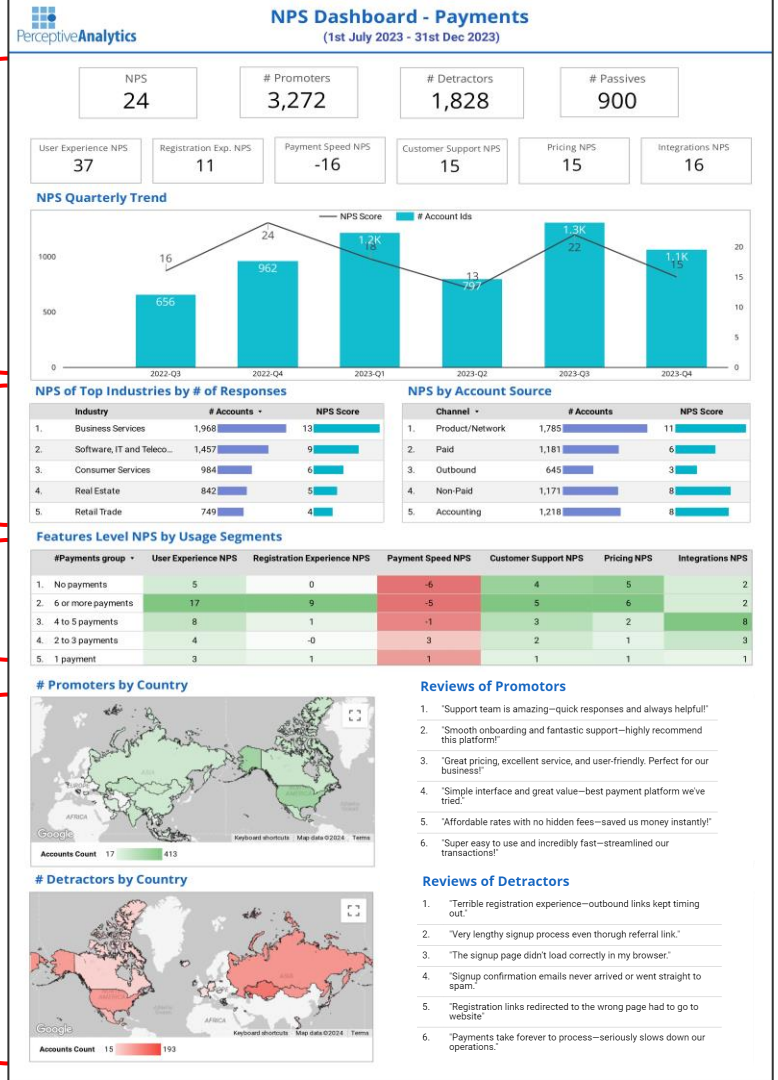
NPS by industry

NPS by product feature

NPS by geography

NPS by account source

Detailed reviews



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NPS Dashboard - Payments

(1st July 2023 - 31st Dec 2023)

NPS	# Promoters	# Detractors	# Passives
24	3,272	1,828	900

User Experience NPS	Registration Exp. NPS	Payment Speed NPS	Customer Support NPS	Pricing NPS	Integrations NPS
37	11	-16	15	15	16

NPS Quarterly Trend

NPS of Top Industries by # of Responses

	Industry	# Accounts	NPS Score
1.	Business Services	1,968	13
2.	Software, IT and Teleco...	1,457	9
3.	Consumer Services	984	6
4.	Real Estate	842	5
5.	Retail Trade	749	4

NPS by Account Source

	Channel	# Accounts	NPS Score
1.	Product/Network	1,785	11
2.	Paid	1,181	6
3.	Outbound	645	3
4.	Non-Paid	1,171	8
5.	Accounting	1,218	8

Features Level NPS by Usage Segments

	#Payments group	User Experience NPS	Registration Experience NPS	Payment Speed NPS	Customer Support NPS	Pricing NPS	Integrations NPS
1.	No payments	5	0	-6	4	5	2
2.	6 or more payments	17	9	-5	5	6	2
3.	4 to 5 payments	8	1	-1	3	2	8
4.	2 to 3 payments	4	-0	3	2	1	3
5.	1 payment	3	1	1	1	1	1

Promoters by Country

Detractors by Country

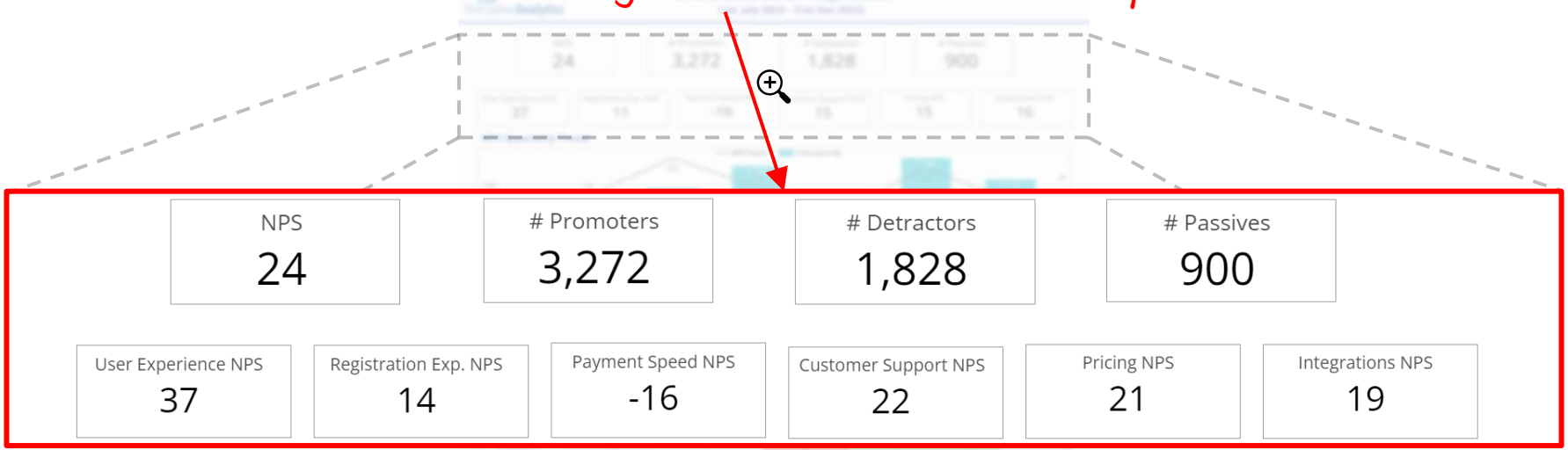
Reviews of Promotors

1. "Support team is amazing—quick responses and always helpful!"
2. "Smooth onboarding and fantastic support—highly recommend this platform!"
3. "Great pricing, excellent service, and user-friendly. Perfect for our business!"
4. "Simple interface and great value—best payment platform we've tried."
5. "Affordable rates with no hidden fees—saved us money instantly!"
6. "Super easy to use and incredibly fast—streamlined our transactions!"

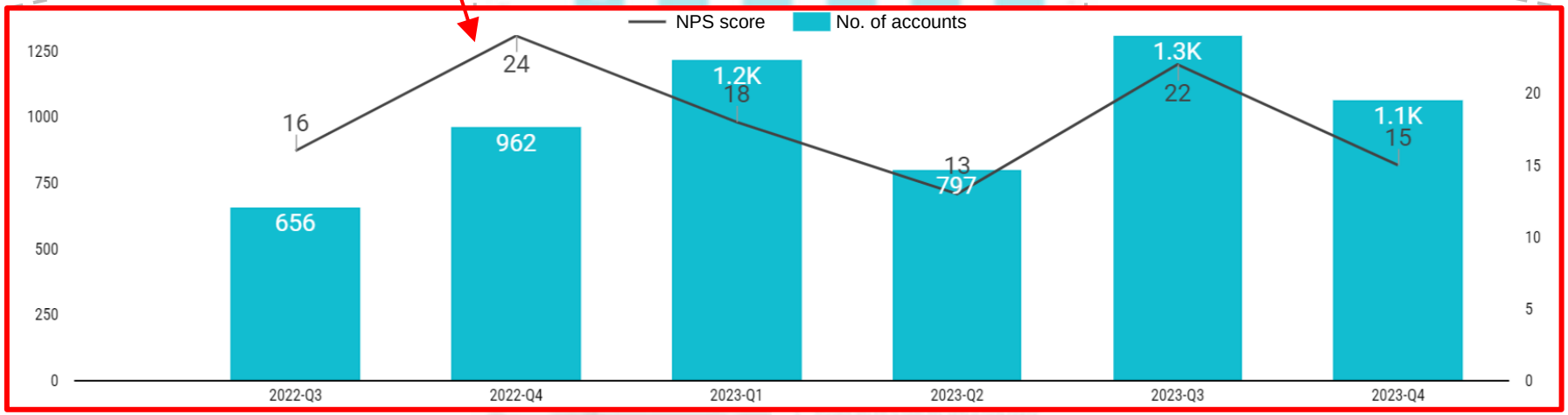
Reviews of Detractors

1. "Terrible registration experience—outbound links kept timing out."
2. "Very lengthy signup process even thorugh referral link."
3. "The signup page didn't load correctly in my browser."
4. "Signup confirmation emails never arrived or went straight to spam."
5. "Registration links redirected to the wrong page had to go to website"
6. "Payments take forever to process—seriously slows down our operations."

Get all key NPS metrics at the top

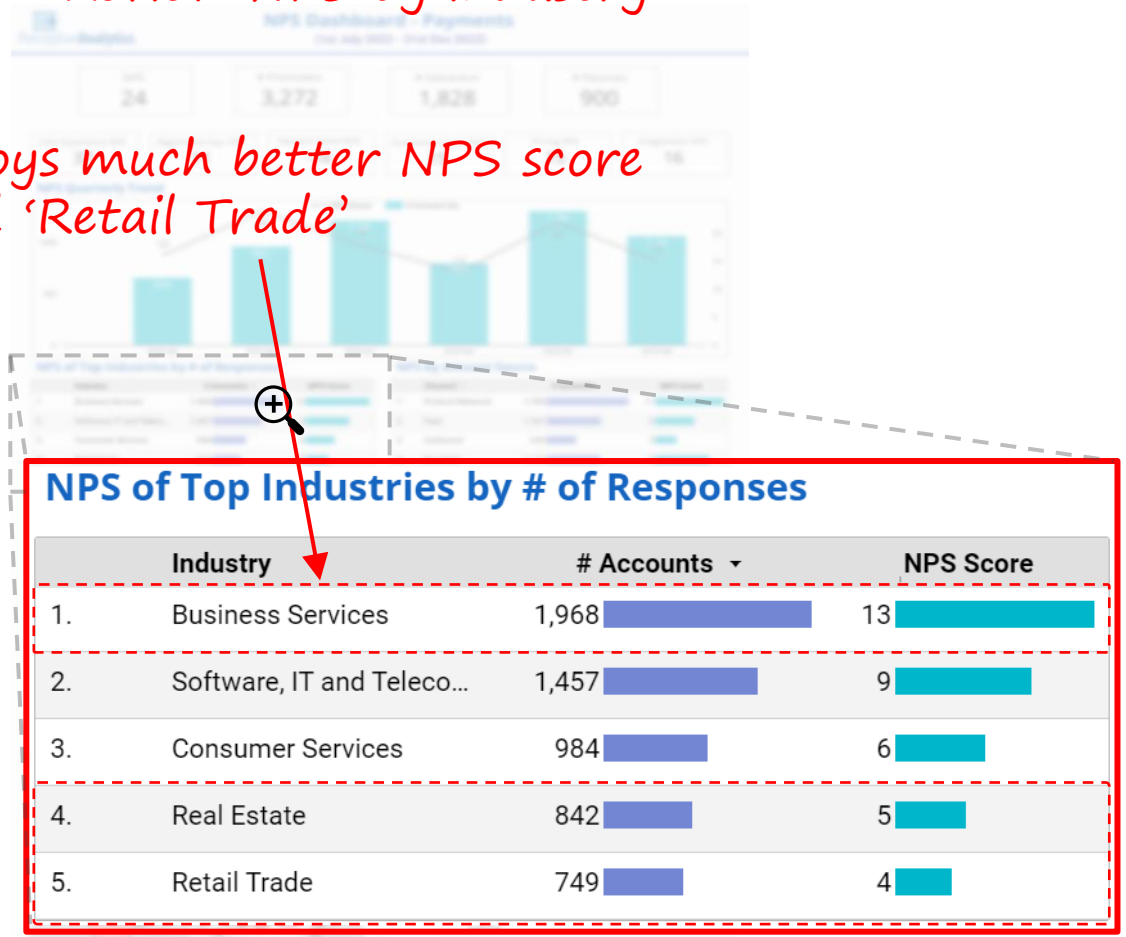


Analyze quarterly NPS trends and number of accounts contributing to NPS



Review NPS by industry

'Business Services' enjoys much better NPS score than 'Real Estate' and 'Retail Trade'



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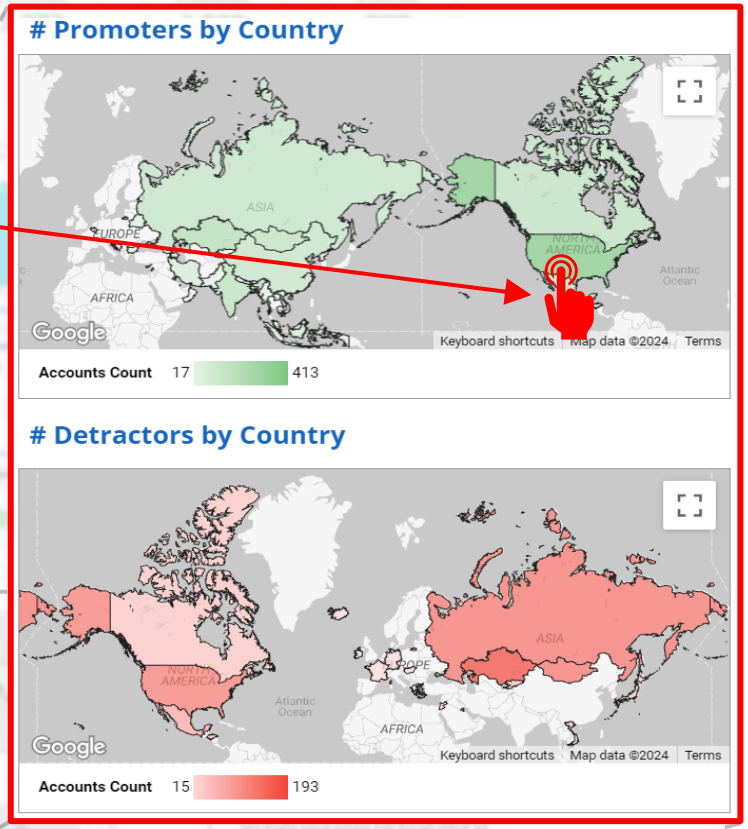
Analyze NPS score by customer usage group and by service

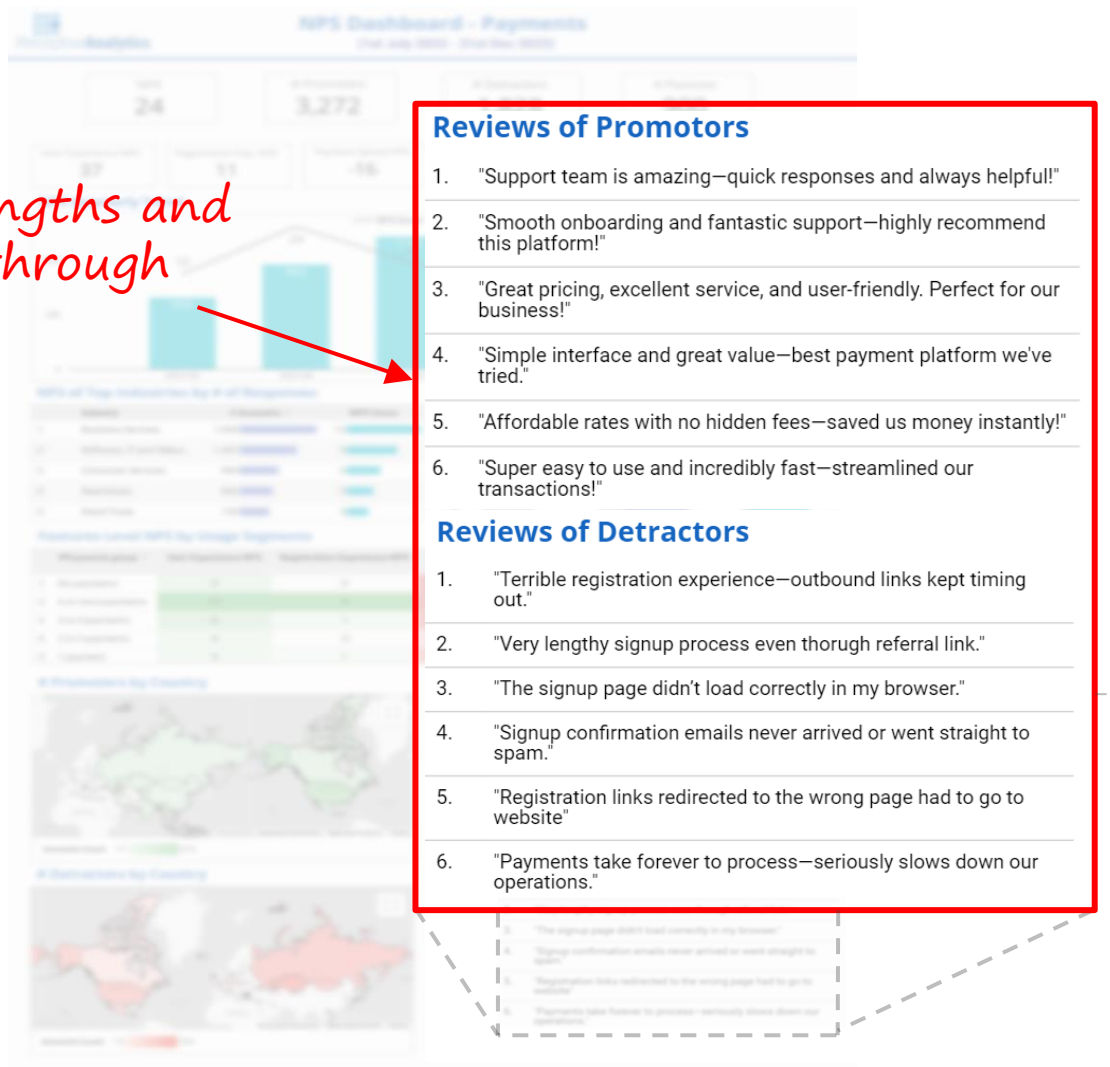
Features Level NPS by Usage Segments

#Payments group	User Experience NPS	Registration Experience NPS	Payment Speed NPS	Customer Support NPS	Pricing NPS	Integrations NPS
1. No payments	5	0	-7	4	5	2
2. 6 or more payments	17	9	-7	12	12	6
3. 4 to 5 payments	8	1	-3	3	2	8
4. 2 to 3 payments	4	3	-2	2	1	3
5. 1 payment	3	1	-1	1	1	1

Review NPS by geography, click to filter



Get to know your strengths and customer pain points through individual reviews



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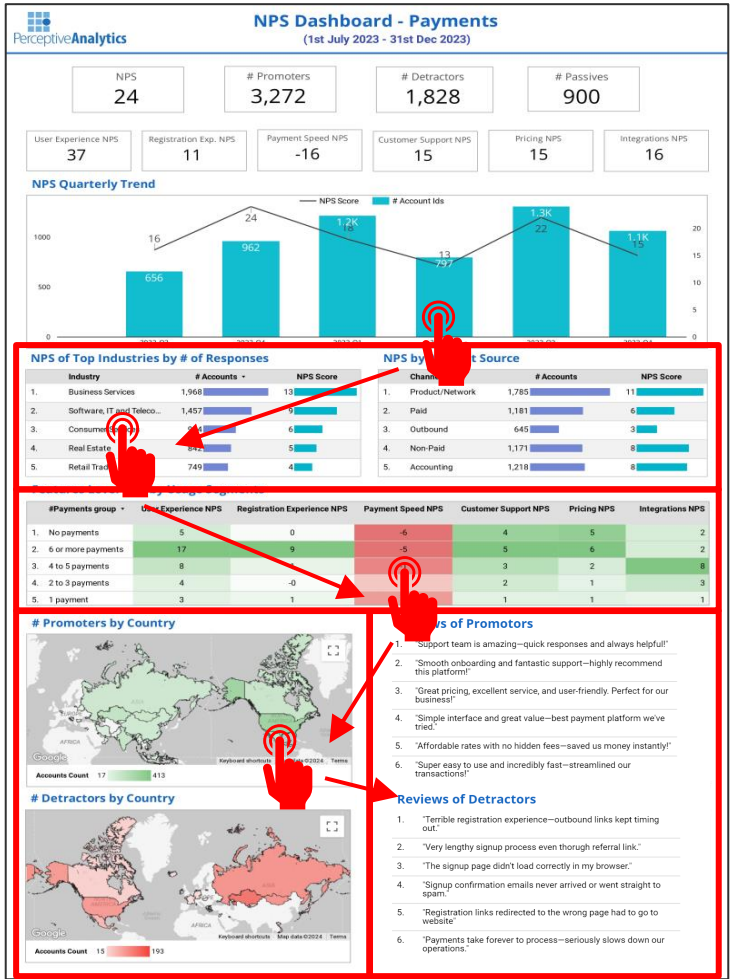
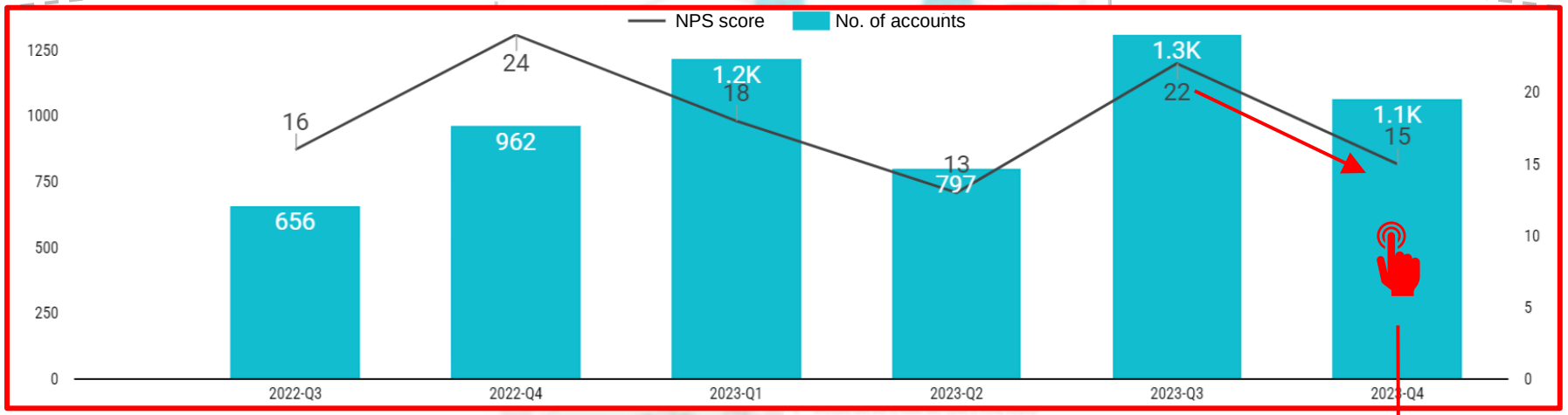
You can conduct detailed analysis using the dashboard's cross-filtering capabilities



Now, let's dive deeper

Observe NPS has dropped since the last quarter



Click to filter the dashboard

Use multi-select to select the industries with low NPS

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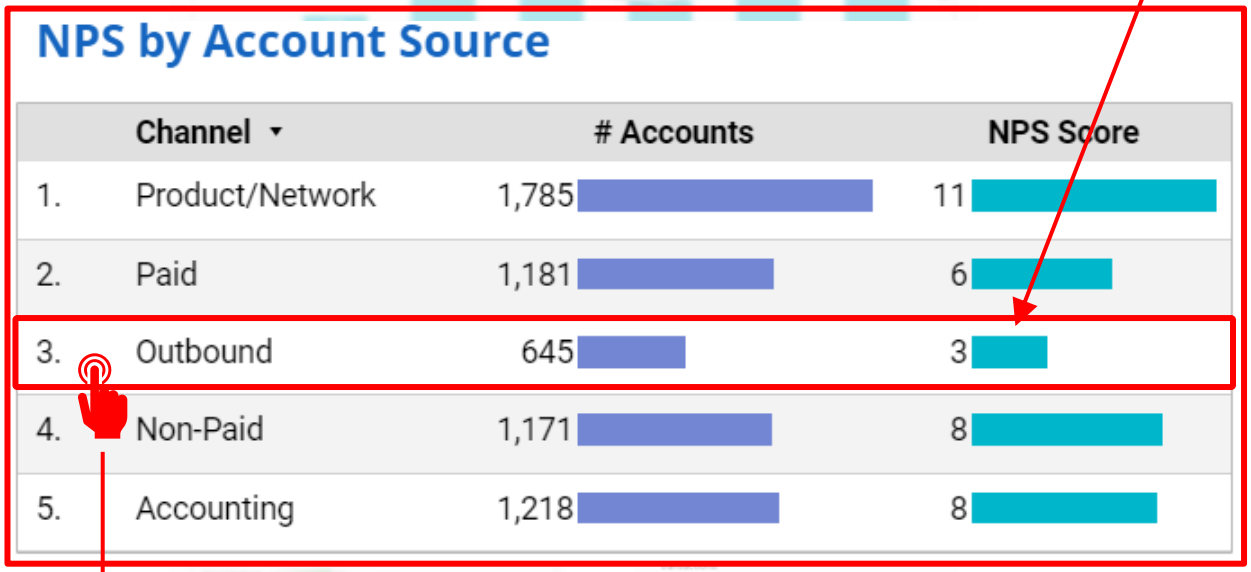
'ctrl'+

Observe that accounts from outbound channel have low NPS



Click to filter the dashboard

Registration experience of outbound channel is poorly rated by the '1 payment' group i.e., the new users

Features Level NPS by Usage Segments

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4. 2 to 3 payments	4	-2	3	2	1	3
5. 1 payment	3	-7	-1	1	1	1

Click to check the specific issues faced by the customers >>

Here are the customer reviews

Reviews of Detractors

1. "Terrible registration experience—outbound links didnt load properly."
2. "Very lengthy signup process even through referral link."
3. "The signup page didn't load correctly in my browser, by the registration link."
4. "Signup confirmation emails never arrived or went straight to spam."
5. "Registration links redirected to the wrong page had to go to website"
6. "Payments take forever to process—seriously slows down our operations."

Many faced issues with registration links

Action item: Fix registration link to improve experience

End-to-End Data Analytics Services

Winner
Fidelity Investments Data Challenge

100+
Clients Served Across Industries

15+
Years of Experience

Schedule a free consultation

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CLICK HERE TO SCHEDULE