

BEDRE KUNDESERVICE MED OPERATIONEL MULTICHANNEL NPS



NPS.Today

Ignite your Customer Loyalty



Flemming Rand

CEO
NPS.Today

Baggrund:
Customer Service Manager - SCA
Partner Service Manager Nordic - Microsoft



Peter Møller

CCO
NPS.Today

Baggrund:
Sales Director - AlfaPeople - Microsoft CRM
Regional Manager - Salesforce DK

KUNDESERVICE KPI'er

- First Contact Resolution
- Time To Close
- Average Handling Time
- Utilization
- Average Response Time
- Number of Contacts
- Top Support Agents
- Number of Issues
- Customer Retention
- Service Level
- Support Costs vs Revenue
- Average Waiting Time
- ...





NPS.Today

Ignite your Customer Loyalty



Måle



Forstå



Handle

HVORFOR OPERATIONEL LOYALITET?

- Værdifuld viden om dine kunders oplevelser
- Rettidig viden om konkrete mangler
- Grundlag for proaktiv handling
- Kunden føler sig værdsat
- Flere ambassadører
- **Fasthold flere kunder**
- **Øget salg**





HVORFOR
NPS?

NPS – EN DE FACTO STANDARD

Hvem bruger NPS?



ebay



DANSK
ERHVERV

Jyllands-Posten

Jobindex

Demant



EGMONT

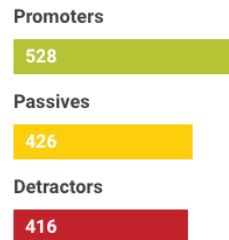
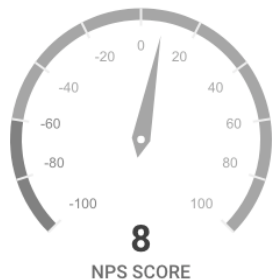
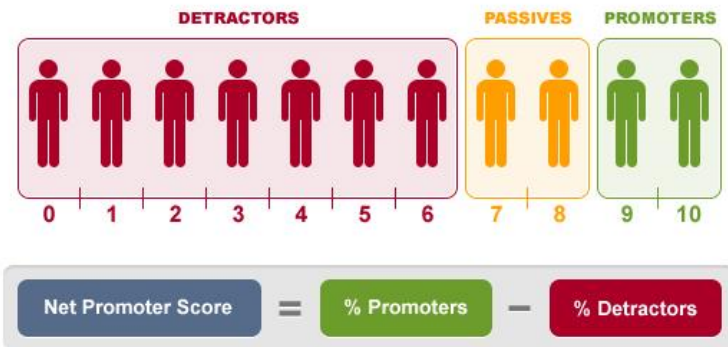
We bring stories to life



Hvorfor virker NPS så godt?

- Enkel og effektiv metode
- Let at måle – forstå og handle på
- Skaber øget kundefokus
- Let at integrere i dagligdagen og IT
- Et stærkt ledelsesværktøj

FÅ MEGET MERE MED MEGET MINDRE



38% promoters – 30% detractors

MED KUN TO SPØRGSMÅL:

1. Hvor sandsynligt er det, at du vil anbefale...?
2. Opfølgningsspørgsmål:

9 - 10

Hvad er årsagen til din positive vurdering?

7 - 8

Hvad skal der til for at det kunne blive 10?

0 - 6

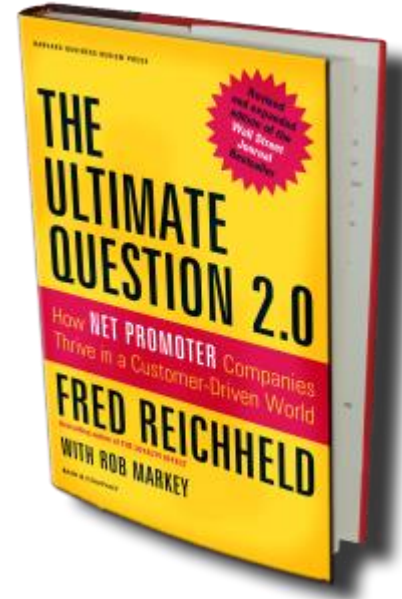
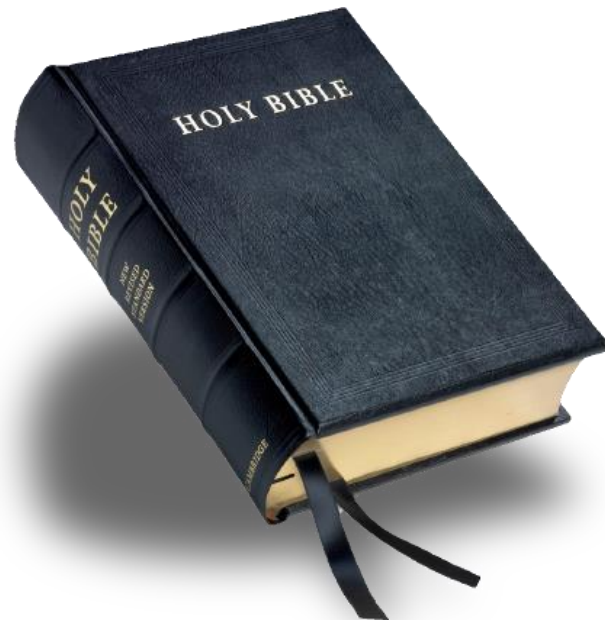
Hvad synes du vi kunne gøre bedre?

**I hvilken grad levede servicen fra
SKAT op til dine forventninger?**

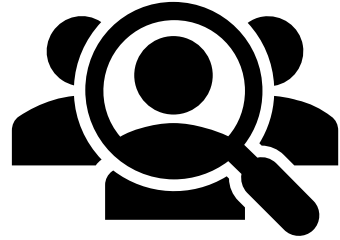


SKAT

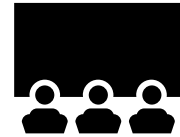
NPS - NET PROMOTER SYSTEM I PRAKSIS SOM METODE



NPS KAMPAGNER (surveys)



RelationshipNPS



EventNPS



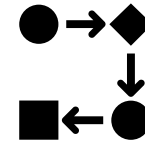
MeetingNPS



ProductNPS



DealNPS



OnboardingNPS



ProjectNPS



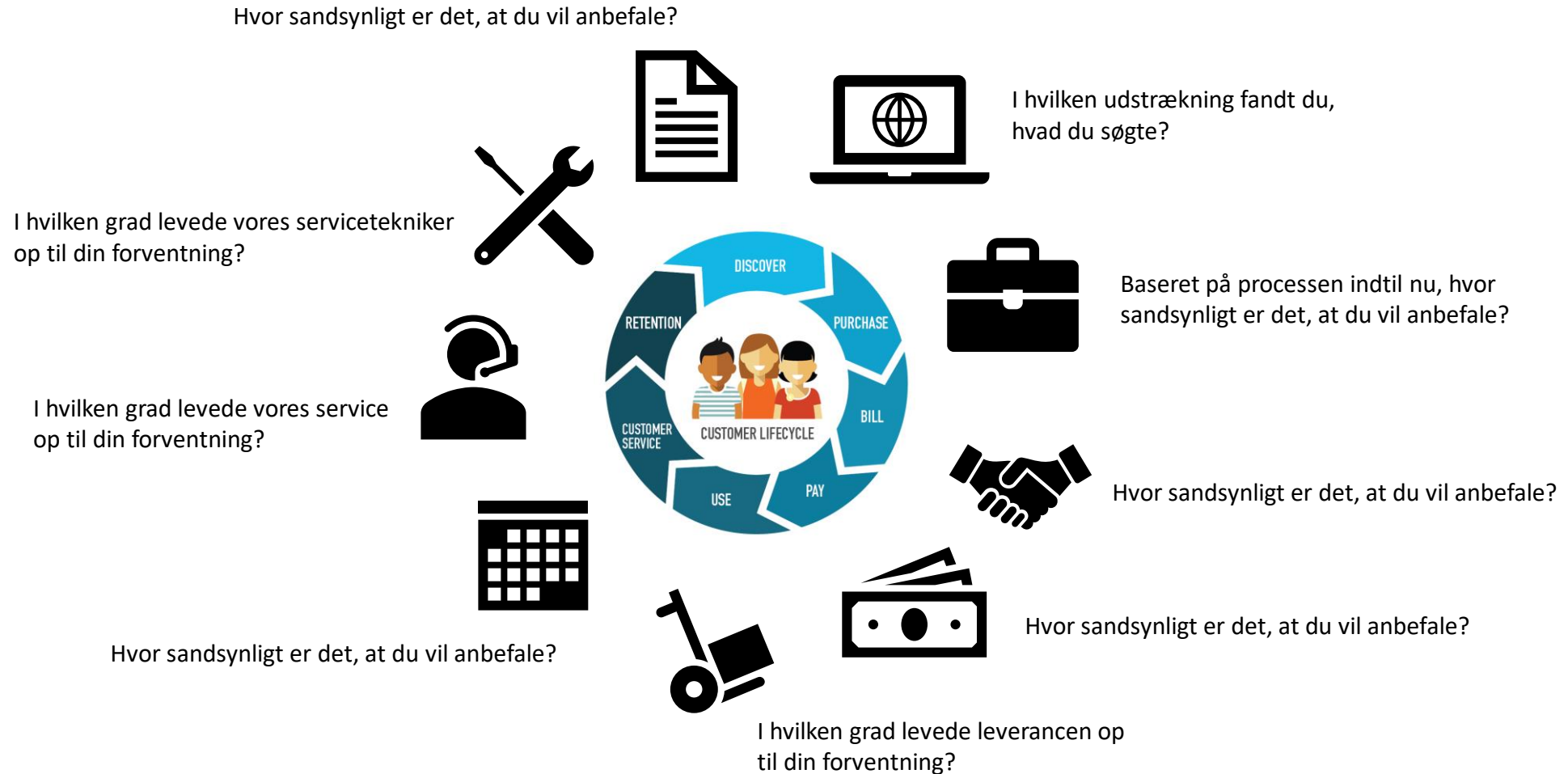
ServiceNPS



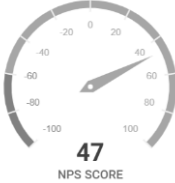













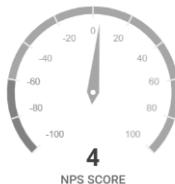
RenewalNPS

TRANSAKTIONS SURVEY SPØRGSMÅL

T-NPS & NON-NPS



HÅNDTERING AF NPS OG NON-NPS

SPØRGSMÅL	KAMPAGNER	TIMING	SCORE/RATING
<p>RELATIONS NPS</p> <p>"Hvor sandsynligt er det, at du vil anbefale...?"</p>	<p>Kundebasen Afdeling Region Produkt Etc.</p>	<p>Ikke transaktion Ikke touchpoint</p>	 <p>Relations-index</p>
<p>TRANSAKTIONS NPS</p> <p>"Hvor sandsynligt er det, at du vil anbefale...?"</p>	     	<p>Før transaktion Under transaktion Efter transaktion</p>	 <p>Transaktions-index</p>
<p>IKKE NPS</p> <p>"Hvordan levede op til din forventning?"</p>	     	<p>Alle situationer</p>	 <p>Experience-index</p>

DIN RADAR PÅ KUNDEOPLEVELSEN

Med løbende målinger

- I relationen (loyalitet)
- I transaktionen (oplevelsen)

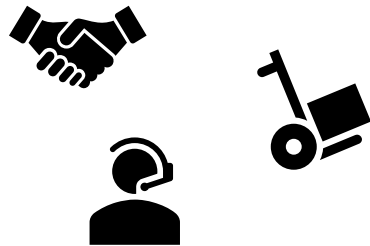


 NPS.Today

Din Customer Experience Radar
- Altid tændt -

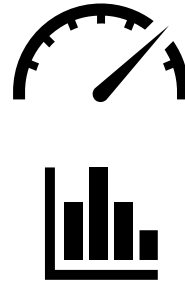
EN OPERATIONEL LOYALITETSLØSNING

MÅLE



Spørg når det er relevant

FORSTÅ



Skab synlighed og indsigt i feedback

HANDLE

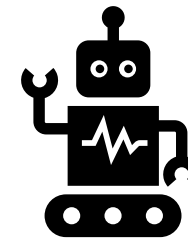
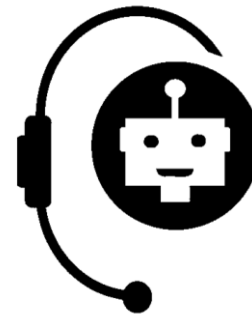
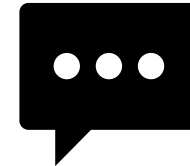
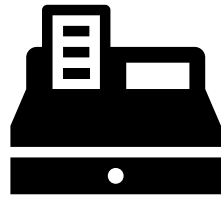
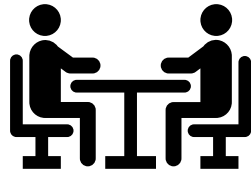


Handling på feedback med regler og alarmer

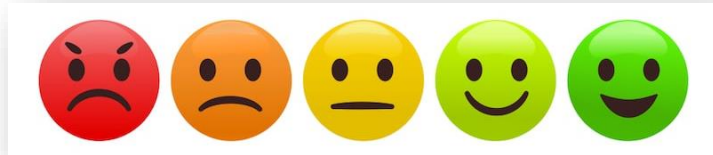
**OPERATIONEL
MULTICHANNEL
NPS**

CUSTOMER ENGAGEMENT ANNO 2020

Mange kanaler og systemer



SITUATIONEN MANGE STEDER



Butik

What's your feedback about our customer support?



Hated it

Loved it

Kundeservice

How likely are they to recommend your product or service on a scale of 1-10 to a friend, family member or colleague?



Not likely

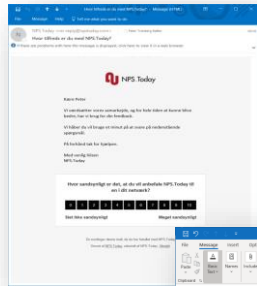
Very likely

Leverance

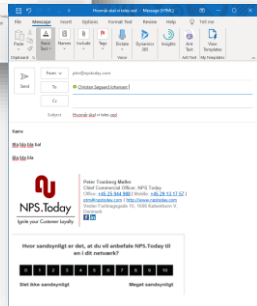


Marketing

EN MÅLING I ALLE KANALER OG TOUCHPOINTS



NPS e-mail



Add-in other mails



Standard SMS

<https://api.nps.today/Pages/ULR.aspx?campaign=a2c00e34-4be3-484d-941e-e125aa2dc65e>



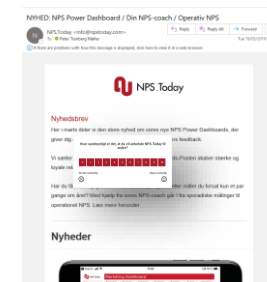
URL / Link



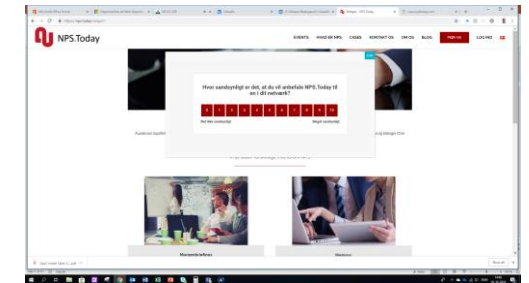
Fysisk kode



In store stander

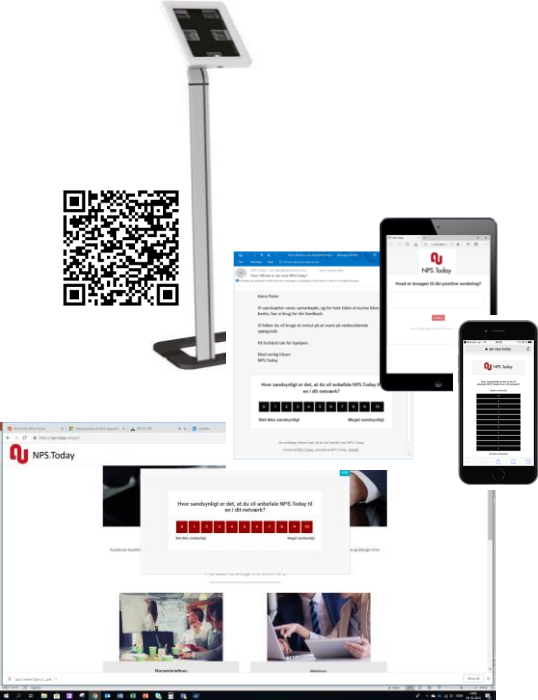


Embed i digital kommunikation

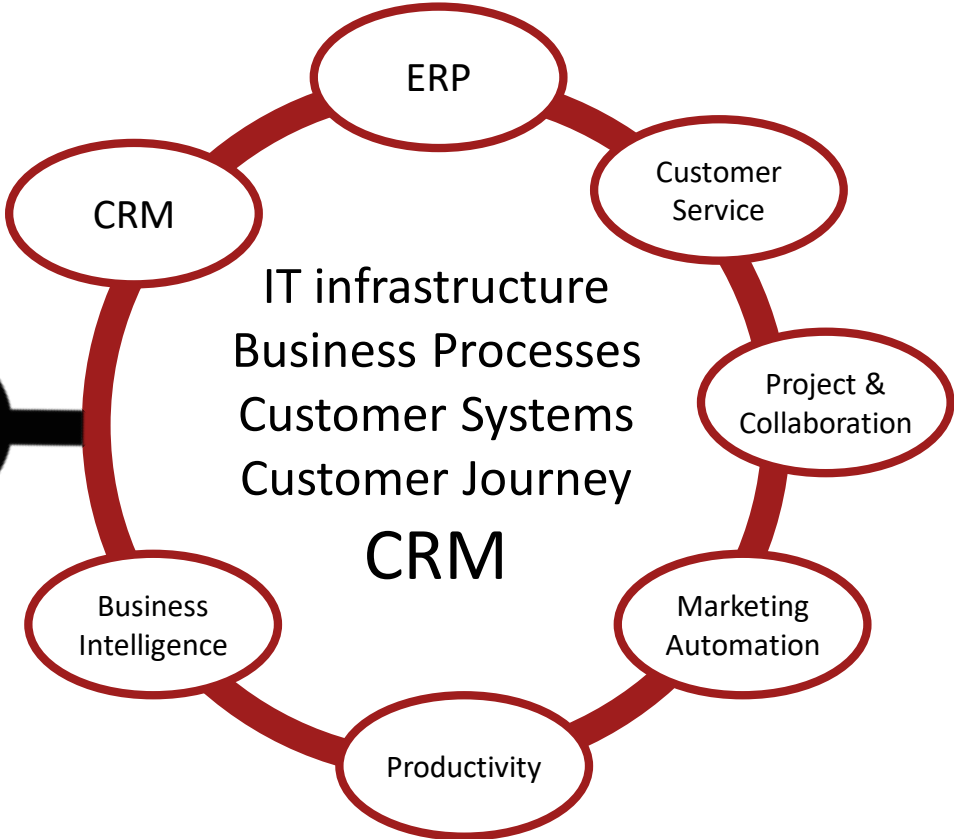


Pop-up på web eller i App

MULTICHANNEL PLUG-IN LOYALTET



Plug-in
Loyalty



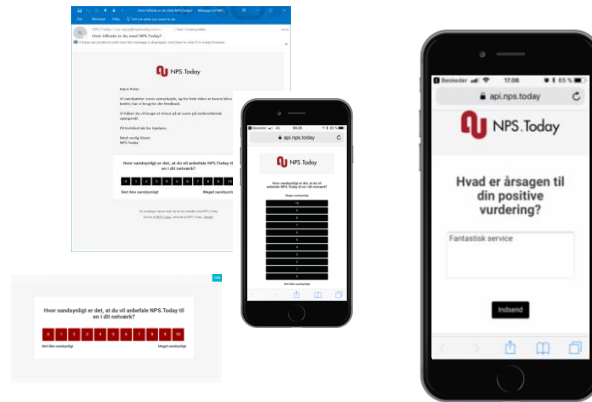
NPS PROGRAM



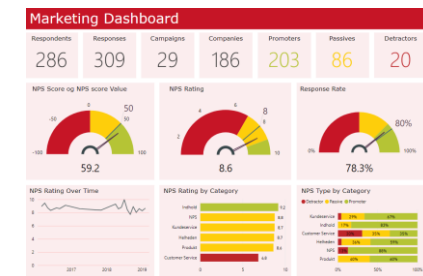
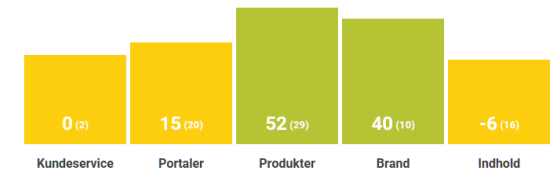
Import eller system trigger



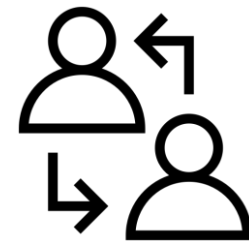
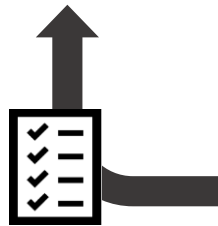
NPS data



Score og Feedback



Transformations-NPS
Analysis & Transformation



Operational NPS
Follow up & Recovery



Alarms

NPS PÅ TVÆRS AF ORGANISATIONEN

MARKETING



Loyalty branding
Experience management
Retention/churn

SALG



Loyalitet FØR salget
Loyalitet gennem salget
Dialog NPS
Account NPS
Pipeline management

OPERATIONS



Experience
Procesoptimering
Systemoptimering
Project NPS

KUNDESERVICE



Experience
Service recovery
Proaktiv loyalitet
Dialog NPS
Procesoptimering

OPSUMMERING – LOYALITETSKAMPAGNER

- Generelt NPS program

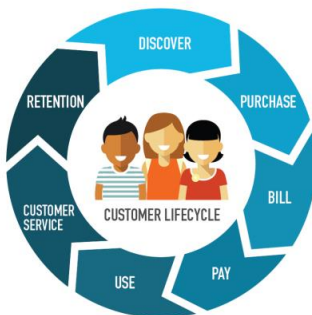
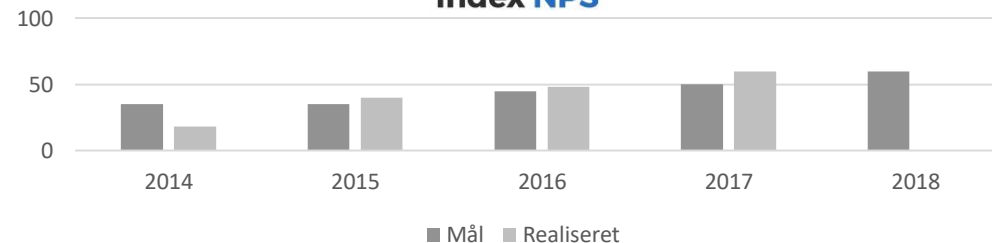
- Benchmark
- NPS mål
- Transformation

- Operationelt NPS program (Customer Pulse)

- Individuel dialog og handling
- Kundeplan

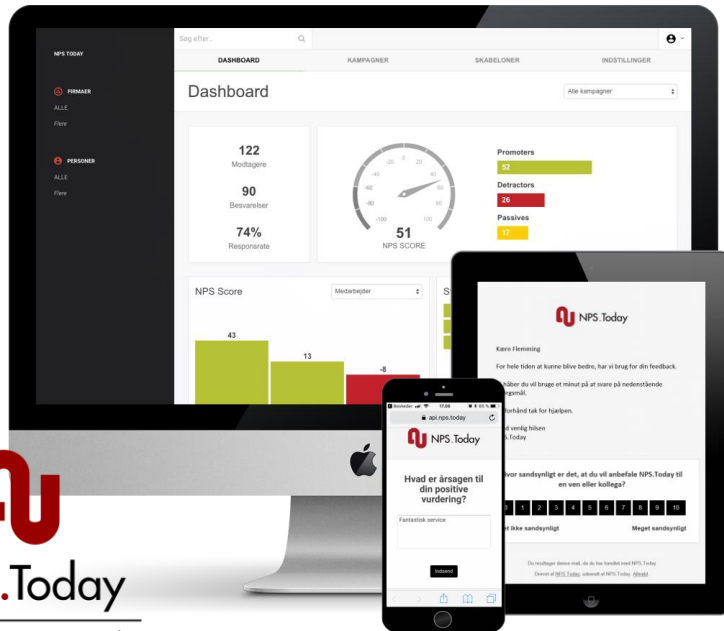
- Customer Experience Management

- NPS i transaktion/touchpoint
- Case recovery
- Optimering af oplevelsen



LAD OS SE ET RIGTIGT EKSEMPEL

DEMO



FLOW'et

1. Sælger lukker handel med Opportunity Won
 1. Der sendes en NPS fra Dynamics CRM
 2. Kunden svarer på NPS'en
 3. Sælger modtager en notifikationsmail
2. Serviceafdelingen modtager opkald fra kunden
 1. Sagen lukkes
 2. Der sendes en Survey fra Sales Force
 3. Kunden svarer på NPS'en
3. Der følges med på dashboard
4. CXO'en skal forberede sig til bestyrelsesmøde og ser på NPS resultater i PowerBI.

Sælger kommer hjem fra salgsmødet. Det gik så godt at han lukke sin opportunity

Salgsmøde - Meeting

File Meeting Scheduling Assistant Tracking Insert Draw Format Text Review Help Tell me what you want to do

Cancel Meeting → Teams Meeting Contact Attendees → Options Categorize Tags Dictate Voice Dynamics 365 Meeting Notes OneNote Customer Manager New Meeting Poll FindTime View Templates My Templates

ⓘ No responses have been received for this meeting.

Tracked To Dynamics 365

Send Update

From: fr@npstoday.com
Title: Salgsmøde

Required: Inger S. Tøjberg

Optional:

Start time: ti 24-09-2019 15:00 All day Time zones
End time: ti 24-09-2019 16:00 [Make Recurring](#)

Location: Aarhus [Room Finder](#)

Salg af kage|

In Shared Folder Kalender - fr@npstoday.com

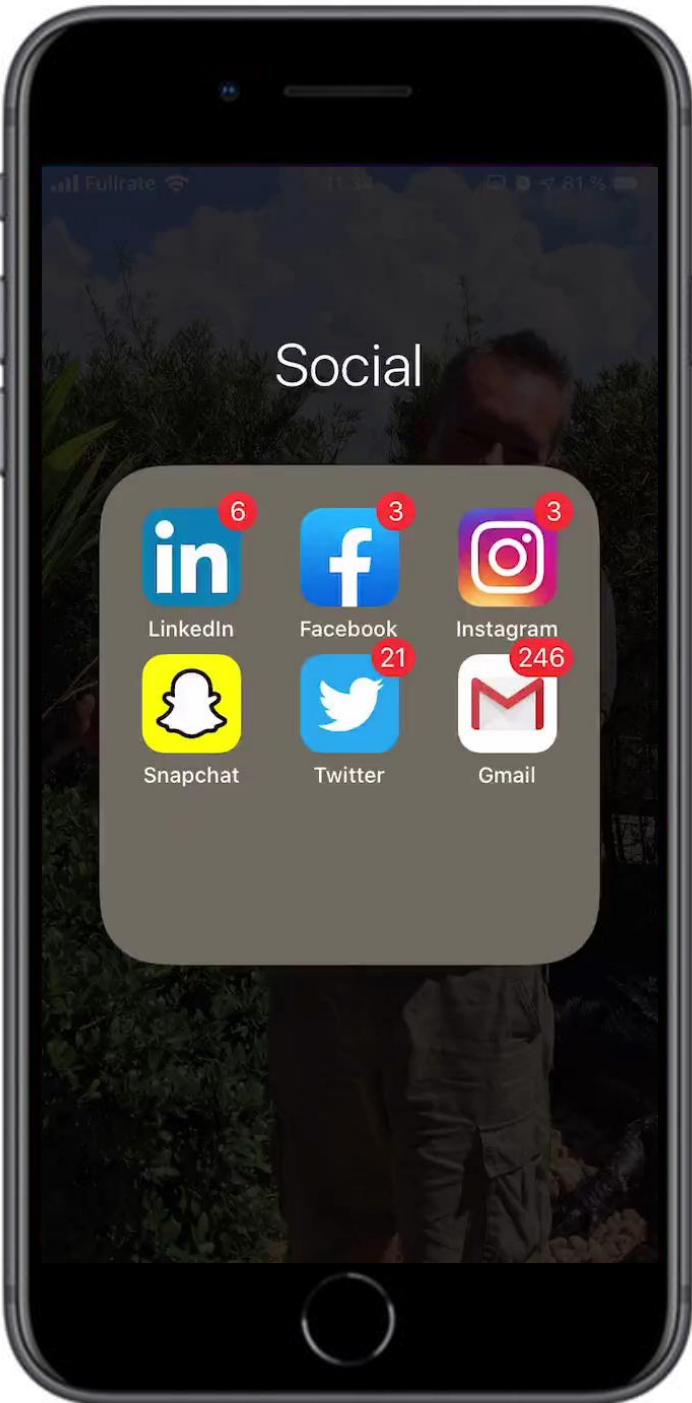
Windows taskbar with search bar, task icons (Outlook, Excel, PowerPoint, Teams), system tray (clock, date, volume, network, battery), and language indicator (DAN).

Plug-in og workflow i Dynamics CRM

The screenshot displays the Microsoft Dynamics 365 user interface. At the top, the browser address bar shows the URL `npstoday.crm4.dynamics.com/main.aspx?app=d365default#342238973`. The navigation bar includes 'Dynamics 365', 'Settings', and 'Processes'. Below this, a horizontal menu contains icons for XRM, Sales, Service, Marketing, Lasso, Settings, and Training. The main area is divided into several sections: Business, Customization, System, Process Center, Application, Extensions, and Upgrade Logs. The Process Center section is highlighted, showing a list of workflows.

Workflow Name	Type	Entity	Status	Created On	Created By	Created By Email
NPS_Summit_Manual_Unboaroing	workflow	Contact	Activated	23-09-2019 1...	Flemming Pryds Rand	npstoday
NPS_Summit_Opportunity_Close	Workflow	Opportunity	Draft	23-09-2019 1...	Flemming Pryds Rand	npstoday
NPS_Trigger	Workflow	User	Draft	14-05-2019 1...	Flemming Pryds Rand	npstoday

At the bottom of the workflow list, there is a pagination bar showing '1 - 9 of 9 (0 selected)' and a search bar with the text 'All # A B C D E F G H I J K L M N O P Q R S T U V W X Y Z'. The Windows taskbar at the very bottom shows the search bar and various application icons, including Edge, Chrome, File Explorer, and several Office applications. The system tray on the right shows the date and time as '25-09-2019 11:29'.



Social



LinkedIn



Facebook



Instagram



Snapchat



Twitter



Gmail

SÆLGER FÅR NOTIFIKATIONSMAIL

The screenshot shows an Outlook window titled "Nyt svar: Ny kunde - Onboarding - Message (HTML)". The ribbon includes "File", "Message", and "Help". The "Message" ribbon has various icons for actions like Delete, Respond, Protect, Quick Steps, Move, Tags, Editing, Speech, Zoom, Dynamics 365, Report Message, View Headers, Send to OneNote, Customer Manager, and Reply with Meeting Poll. The email content is as follows:

Nyt svar: Ny kunde - Onboarding

NPS Today <no-reply@nps.today>
To: Flemming Pryds Rand

on 25-09-2019 11:45

Reply Reply All Forward

If there are problems with how this message is displayed, click here to view it in a web browser.

En respondent svarede **10** på et spørgsmål.

"Den kom lige som jeg havde bestilt den og ser mægtig flot ud 🍷👍🥰"

Spørgsmål	Kampagne og tid
Hvor sandsynligt er det, at du vil anbefale Kagemanden A/S til en ven eller kollega?	Ny kunde - Onboarding 9/25/2019 9:34:56 AM
Respondent	Firmainformation
Inger S. Tøjberg flemmingnpstest@gmail.com +4553707202	Contoso

Du modtager denne mail pga. en kampagnealarm eller en videresendelse

Drevet af [NPS.today](#)



SERVICE AFDELING FÅR ET OPKALD

The screenshot shows the Salesforce Service Console interface for the 'NPS.Today for Salesforce' administration module. The browser address bar shows the URL: `npsdemo-dev-ed.lightning.force.com/lightning/n/npstoday__NPSTodayAdmin`. The page title is 'NPS.Today for Salesforce Administration module'. Below the title, there is an 'About' section with the text: 'Periodically, a batch job will trigger, to look for new response data in your NPS.Today instance, and bring those into Salesforce. This page is the cockpit for getting an overview of that process'. The 'Data sync' section includes buttons for 'Refresh', 'Run sync', 'Full re-sync', and 'Re-schedule sync job'. It also displays the API Key (partially masked as '*****eOE'), the Base Endpoint (`https://api.nps.today`), and a checkbox for 'Post new responses to chatter' which is checked. A 'Sync Jobs' section is expanded, showing a 'Sync schedule' table with the following data:

JOB NAME	JOB STATE	NEXT RUN TIME	PREVIOUS RUN TIME	SCHEDULED ON	JOB FIRED COUNT	CRON EXPRESSION	JAVA TIME ZONE ID	CREATED BY
NPS.Today.DataSync	WAITING	25-09-2019 13:00	25-09-2019 12:00	13-09-2019 12:45	288	0 0 0/1 * * ?	(GMT+02:00) Central European Summer Time (Europe/Paris)	ndemo

Below the table, there are fields for 'Sync watermark' (25-09-2019 11:35) and 'Last run record count' (0). The bottom of the page shows a 'History' section and a Windows taskbar with the system clock at 12:27 on 25-09-2019.

AUTOMATISK PROCESS I SALESFORCE

The screenshot shows the Salesforce Process Builder interface. At the top, there is a navigation bar with 'Setup', 'Home', and 'Object Manager'. Below this is a dark blue header for 'Process Builder' with 'Back To Setup' and 'Help' links. The main content area is titled 'My Processes' and shows a table with one process item.

PROCESS ▲	DESCRIPTION	OBJECT	PROCESS TYPE	LAST MODIFIED	STATUS	ACTIONS
> NPS Rating on case close	Sends an NPS rating request to case contact when ...Case		Record Change	23-09-2019	Active	

The Windows taskbar at the bottom shows the search bar and various application icons. The system tray on the right indicates the time as 08:38 and the date as 25-09-2019.

KUNDEN FÅR EN NY SURVEY

Inbox - flemmingnpstest@gmail.com

mail.google.com/mail/u/0/?hl=en#inbox

Search mail

Compose

Inbox

- Starred
- Snoozed
- Sent
- Drafts
- Notes
- More

Flemming

Primary Social Promotions

<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Kagemanden A/S 2	Hej Inger S. - Hvor tilfreds er du med os? - Baseret på din seneste supportsag, hvor sandsynligt er det, at du vil anbefale Kagemanden A/S til en ven eller kollega...	12:39 PM
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Flemming Pryds Rand	Salgsmøde - Salg af kage	11:07 AM
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Google Community Te.	Finish setting up your new Google Account - Google HI Flemming, Welcome to Google. Your new account comes with access to Google products, apps, and serv...	Sep 23

No recent chats
Start a new one

0 GB (0%) of 15 GB used
Manage

Terms · Privacy · Program Policies

Last account activity: 0 minutes ago
Details

Type here to search

12:48
25-09-2019

SUPPORTCHEFEN FÅR EN ALERT

The screenshot shows an Outlook window titled "Nyt svar: Case Closed - DK - Message (HTML)". The ribbon includes "File", "Message", and "Help". The "Message" ribbon has various actions like Delete, Respond, Protect, Quick Steps, Move, Tags, Editing, Speech, Zoom, Dynamics 365, Report Message, View Headers, Send to OneNote, Customer Manager, and Reply with Meeting Poll. The email content is as follows:

Nyt svar: Case Closed - DK

NPS Today <no-reply@nps.today>
To: Flemming Pryds Rand

on 25-09-2019 12:59

ⓘ If there are problems with how this message is displayed, click here to view it in a web browser.

En respondent svarede **6** på et spørgsmål.
"Få sat ild i lysene med det samme!"

Spørgsmål	Kampagne og tid
Baseret på din seneste supportsag, hvor sandsynligt er det, at du vil anbefale Kagemanden A/S til en ven eller kollega?	Case Closed - DK 9/25/2019 10:49:13 AM

Respondent
Inger S. Tøjberg
flemmingnpstest@gmail.com

Du modtager denne mail pga. en kampagnealarm eller en videresendelse
Drevet af [NPS.today](#)

RESULTATERNE KAN SES

The screenshot displays the Salesforce Process Builder interface for a process named "Process Builder - NPS Rating on case close". The flowchart on the left shows a sequence of steps: a "Case" object, a "Closes" decision diamond, an "IMMEDIATE ACTIONS" block containing an "NPS Request" action, a second "IMMEDIATE ACTIONS" block, and a final "STOP" terminal. The "Closes" diamond has a "TRUE" path leading to the first "IMMEDIATE ACTIONS" block and a "FALSE" path leading to a second "IMMEDIATE ACTIONS" block. The second "IMMEDIATE ACTIONS" block has a "TRUE" path leading to a "STOP" terminal and a "FALSE" path leading to another "STOP" terminal. The configuration panel on the right is titled "Call Apex" and includes the following fields:

- Action Name: NPS Request
- Apex Class: Request NPS Ratings
- Set Apex Variables table:

Field *	Type *	Value *
NPS Campaign Id	String	7749
Respondent (ContactId)	Field Reference	[Case].ContactId

At the bottom right, there is a chat notification from Asbjørn Voss: "Denne skulle være i endnu højere opløsning" with a "Svar" button. The Windows taskbar at the bottom shows the system clock as 12:52 on 25-09-2019.

RESULTATERNE KAN SES

SuperOffice. + Ny Hent mobil-appen Hjælp

Dashboard Firma Person Dagbog Salg Projekt Udvalg Indbakke Rapporter Markedstøring Service NPS Today

Person Details Mere... Interesser Bemærkning

Peter Hansen
SuperOffice Danmark A/S

Titel: Account Manager Vores kontakt: Peter Hansen
E-mail: peter.hansen@superoffice.dk Kategori: Customer
Mob: Contact Inger S. Tøjberg
Direk: [npstoday.crm4.dynamics.com/main.aspx?app=d365default#354004414](#)

NPS Dashboard Person

Score Rating	Average Rating	Latest Rating Date
10	7	9/20/2019

NPS Ratings

Dynamics 365 Sales Contacts > Inger S. Tøjberg

CONTACT Inger S. Tøjberg

NPS.Today Charts

Average NPS Rating

NPS Rating

NPS Rating Trend

NPS.Today

Average total NPS Rating 8,0
Average 30 Days NPS Rating 8,0
Recent NPS Response Date 25-09-2019
Recent NPS Rating 6,00
NPS Type 0-6 detractor
User Comment Få sat ild i lysene med det samme!
Next NPS Campaign

NPSToday (Contact)

Rating Time	Rating	User Comment	Campaign Name	NPS Type	Campaign Me...	Responses Id
25-09-2019	6	Få sat ild i lysene med det samme!	Case Closed - DK	0-6 Detractor	1.455.842	406359
25-09-2019	10	Den kom lige som jeg havde bestilt den og s...	Ny kunde - Onboarding	9-10 Promot...	1.455.653	406333

Active

ALLE FØLGER MED

Ny fane x +

Søg på Google, eller angiv en webadresse

Søg på Google, eller angiv en webadresse

Google

Søg på Google, eller angiv en webadresse

Log ind Microsoft Flow Log ind Dashboards Keeper Security

Customer Tim... NPS Today Google NPS.Today er ... Tilføj genvej

Tilpas

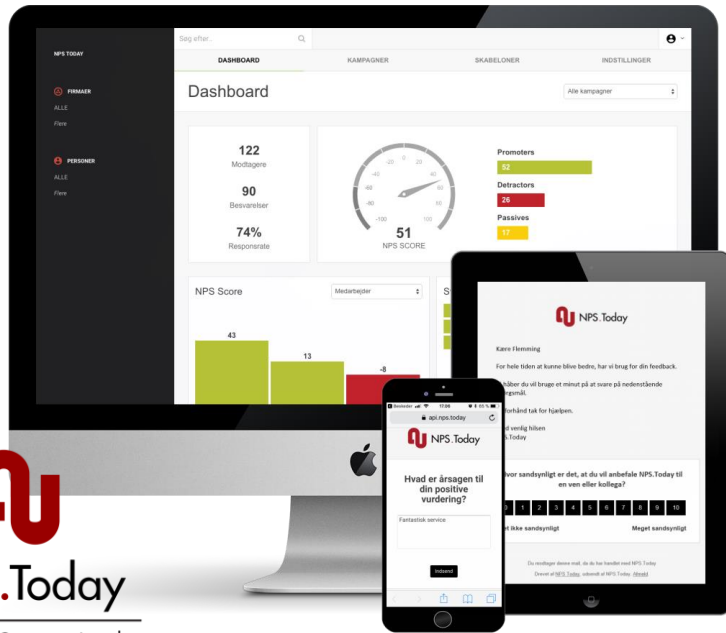
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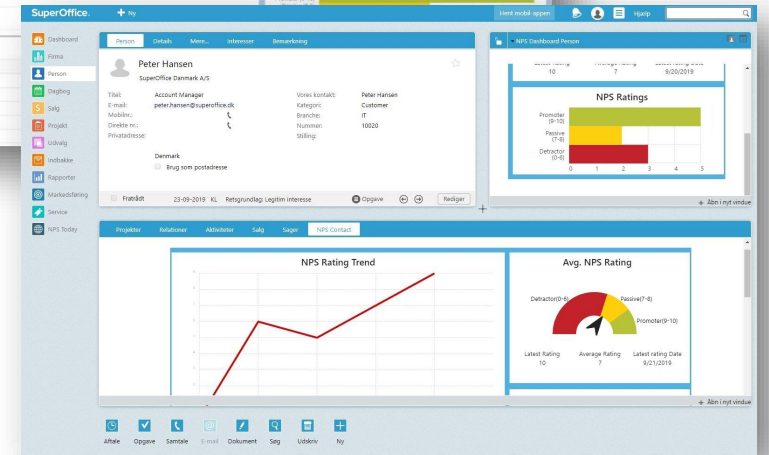
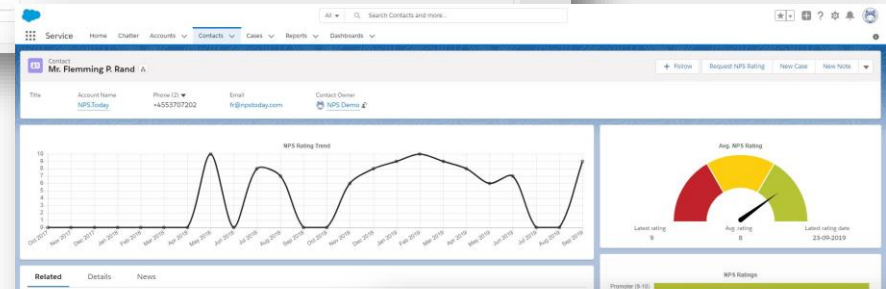
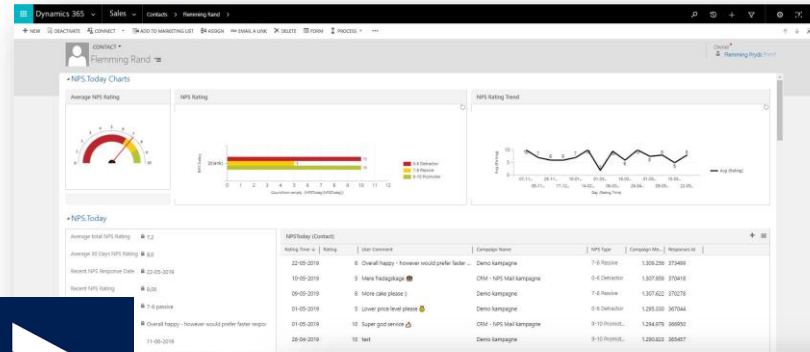
CHEFEN ER PÅ VEJ TIL MØDE..



DEMO

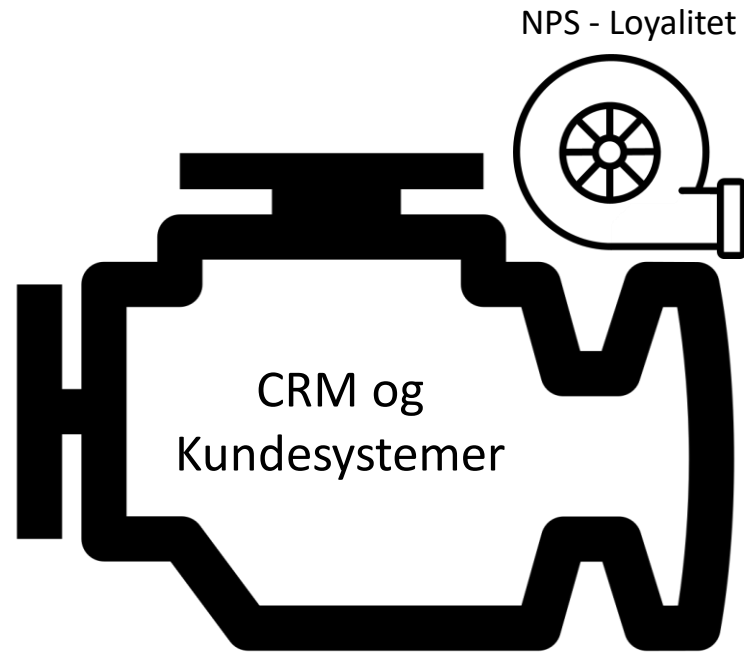



NPS.Today
Ignite your Customer Loyalty



 **SuperOffice.**

VÆRDIEN AF FULD INTEGRATION



- Ingen nye systemer til brugerne
- NPS bliver en del af dagligdagen
- Loyalitet bliver operationelt
- Programmet bliver automatisk

EN VERDENSNYHED

NPS for.....



PLUG-IN NPS



INTEGRERET NPS



TAK FOR I DAG!



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APPENDIX



NPS-PROGRAMMER OG PRISER

NPS-COACH & SUPPORT SERVICES

- Din betroede løsningsrådgiver
- Inspiration og igangsætning
- NPS og kampagnesupport
- Hjælper dig med at fortolke og forstå
- Holder øje med dit NPS-index
- NPS-follow-up's



DIT NPS PROGRAM

	STARTER DKK 1.000,- mdr.	BASIC DKK 2.000,- mdr.	BUSINESS DKK 4.000,- mdr.	ENTERPRISE DKK 10.000,- mdr.
Surveys pr. år	1.000	5.000	20.000	50.000
Business Units	1	2	3	5
Admin brugere	1	2	5	20
NPS Coach Timer (pr. år)	1	2	10	20
Survey Channels	1	2	5	Unlimited
Outlook NPS klienter	(✓)	5	20	100
SMS modul	✗	✓	✓	✓
Flow / API modul	✗	(✓)	✓	✓
Fuld CRM Plug-in	✗	(✓)	(✓)	✓
Power Dashboards	✗	(✓)	(✓)	✓

(✓) Tilvalgspriser fremgår af separat prislister (SMS Surveys tilkøbes separat)

Bindingsperiode: 12 mdr. og årlig fakturering

NPS.Today forbeholder sig ret til løbende at regulere sine priser med virkning for fremtidige abonnementsperioder og der tages forbehold for trykfejl.

EXTRA & ADD-ON'S

DKK	STARTER mdr.	BASIC mdr.	BUSINESS mdr.	ENTERPRISE mdr.
Extra Surveys	2,00	1,00	0,50	0,20
Extra SMS Surveys*	2,50	1,50	1,00	0,50
Business Units	500	500	500	500
Admin brugere	125	125	125	125
Outlook NPS klienter	20	20	20	20
NPS Coach Timer	1.000	1.000	1.000	1.000
Survey Channels	✗	125	125	125
SMS modul	✗	✓	✓	✓
Flow / API modul	✗	500	✓	✓
Fuld CRM Plug-in	✗	500	1.000	✓
Power Dashboards	✗	15.000**	15.000**	✓

*Regional prissætning på ekstra SMS og max. 160 karakterer – spørg din NPS advisor

** Power Dashboards leveres som PowerBI App på engangsbetaling DKK 15.000,-

PRIS OG VÆRDI

- Beregn din pris
[NPS.Today prisberegner](#)
- Beregn din værdi
[ROI / værdiberegner](#)

HVORFOR NPS.TODAY



- **NPS baseret operationel loyalitetsløsning** (Kundevenlig og effektiv)
- **Måling på tværs af hele kunderejsen** (NPS på tværs af organisationen)
- **Multi-channel målinger** (Relevante målinger i alle touchpoints)
- **Closed-loop program** (Automatiseret og handling på respons)
- **Plug-in brancheløsninger** (Let at tage i brug og høj værdi)
- **Plug-in til eksisterende kundesystemer** (Operationelt og høj adoption)
- **NPS Coach service** (Inspiration og fuldt udbytte)
- **Vi har en NPS på 85**

