

pcGap

Tættere på værktøjet der får dig tæt på dine kunder

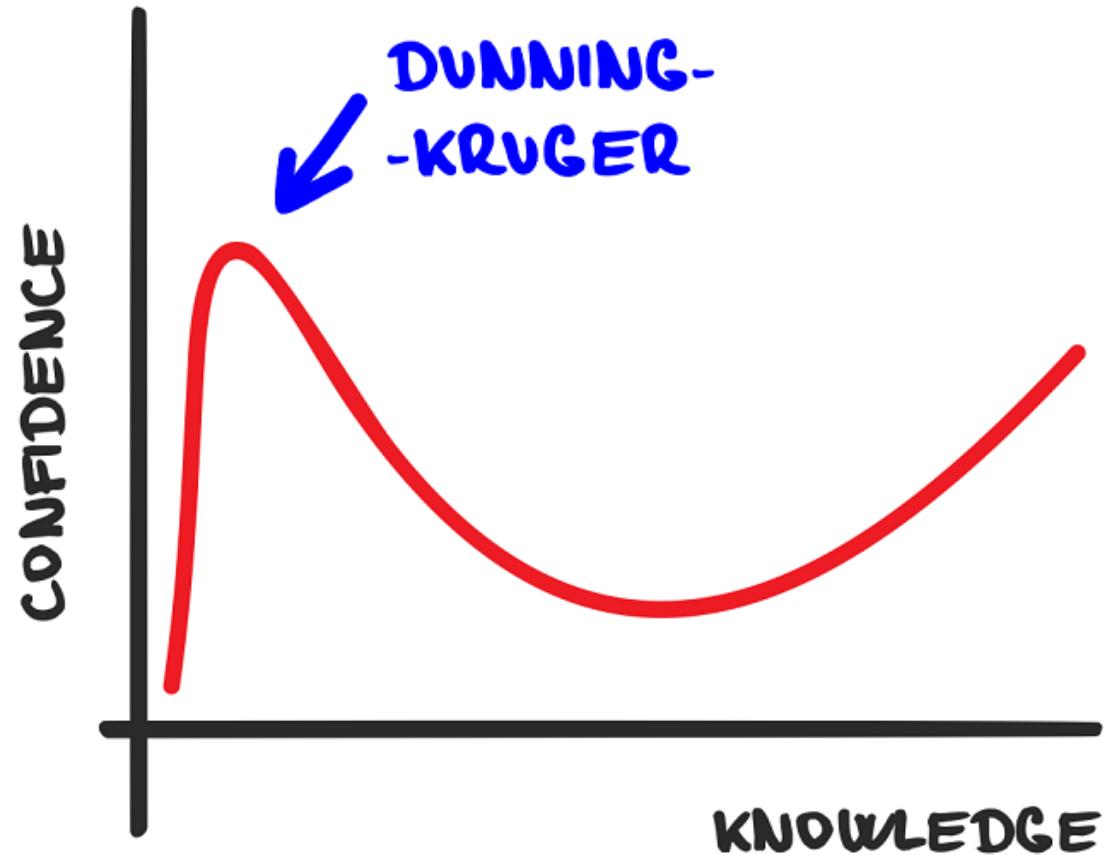
pcGap



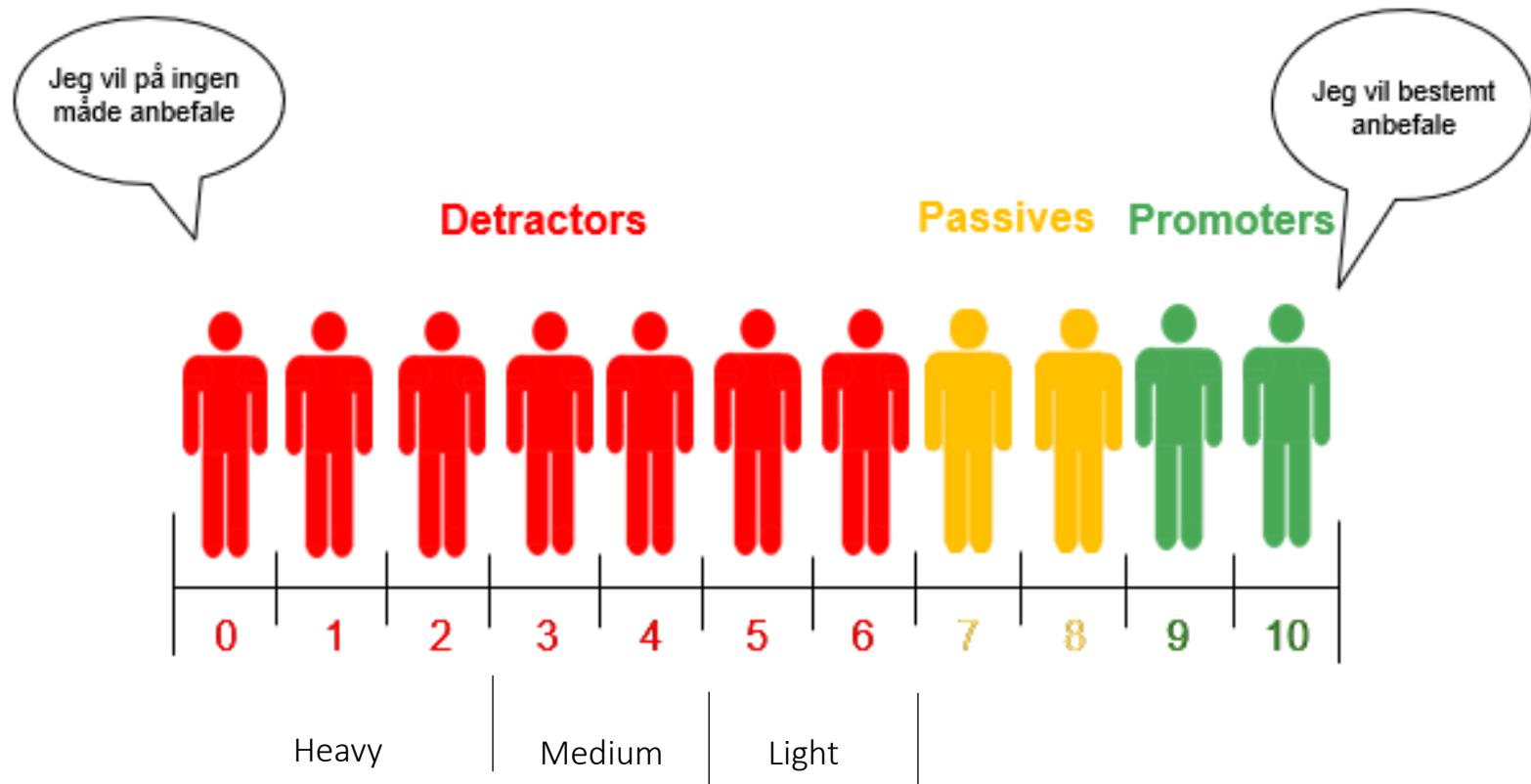
Empati og Dunning-Kruger effekten



"Den som
ingenting ved
tvivler aldrig"



NPS skalaen med nye kategorier



Hvad er P-GAP for en størrelse og hvordan måler man det

P-GAP gør dine medarbejdere bevidst om kunden og deres egne blinde vinkler

The Perception Gap method

How to measure Perception Gap

1

Employee Survey

Employee is forced to think of and feel how the customer is left emotionally and to what degree they will recommend the company



2

Customer Survey

After end conversation with employee the customer will be asked in what degree he/she will recommend the company



3

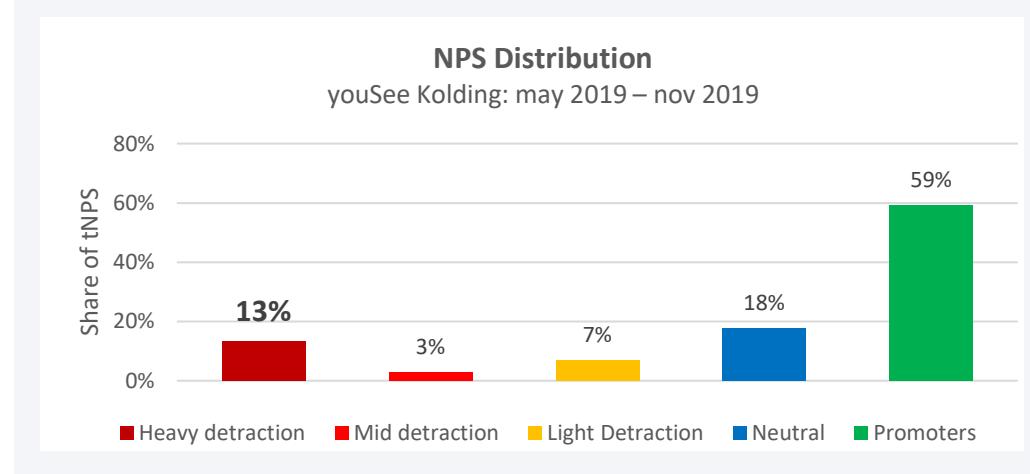
Perception Gap

The Gap between the two scores is called perception Gap. It tells us to what degree the employee understand the customer

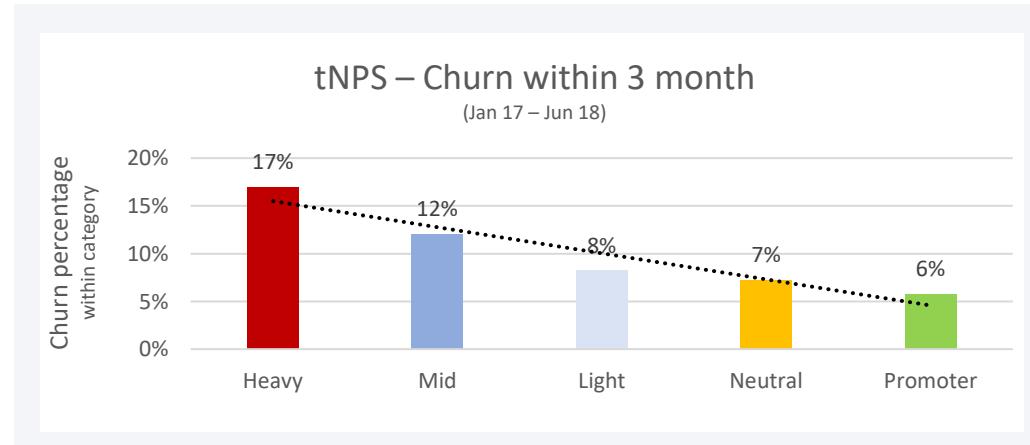


Heavy detraction har kritisk effekt på forretningen

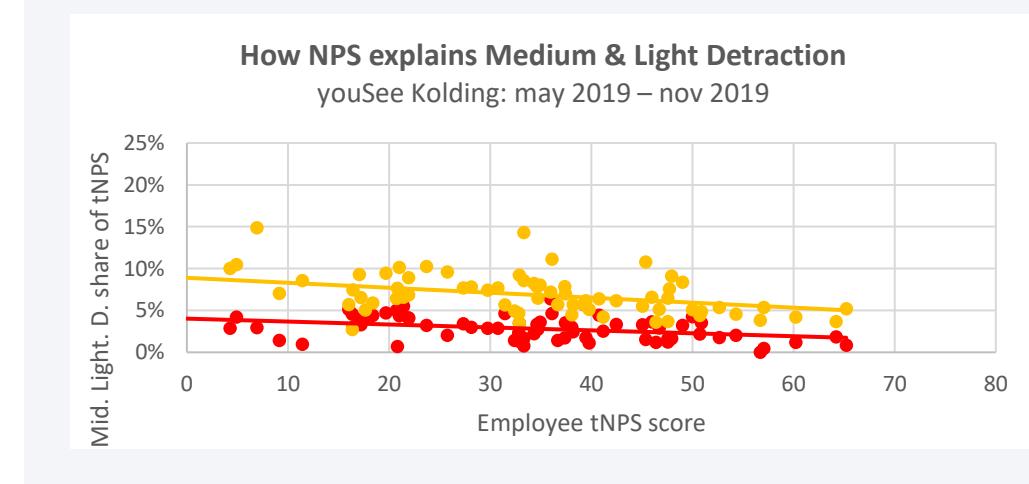
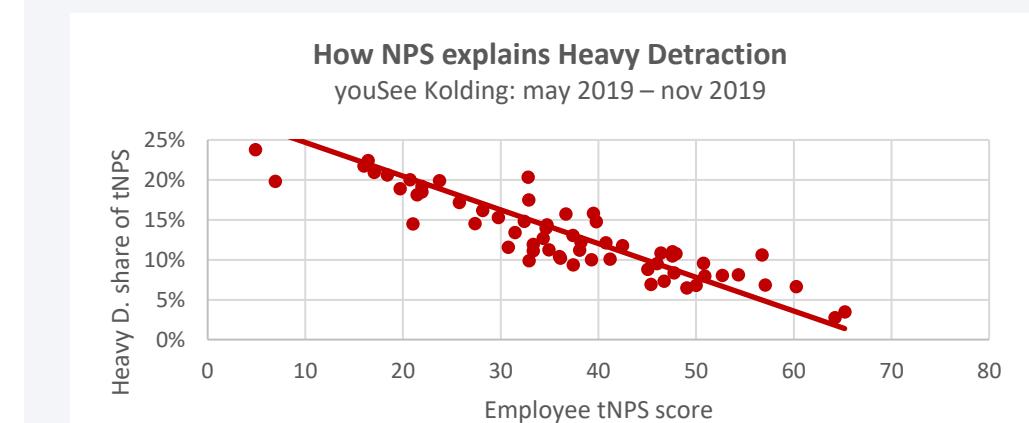
With 23% detraction youSee can benefit focusing on Heavy D.



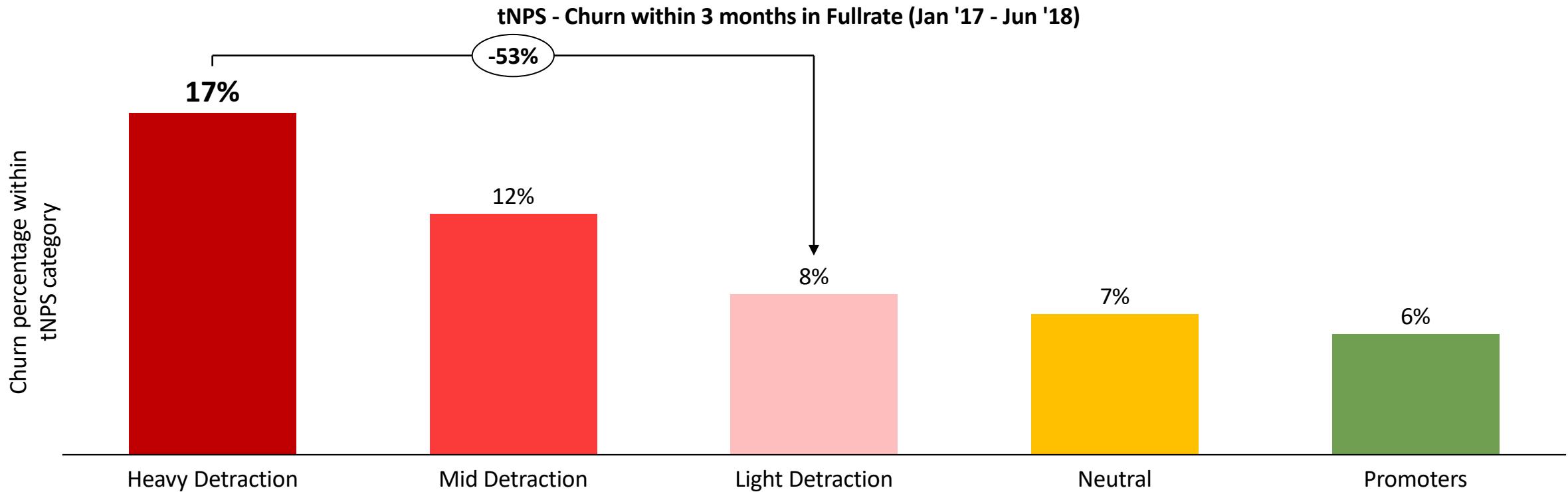
Reducing heavy detraction can prevent customer churn



Heavy detraction is a good alternative KPI to explain youSee tNPS

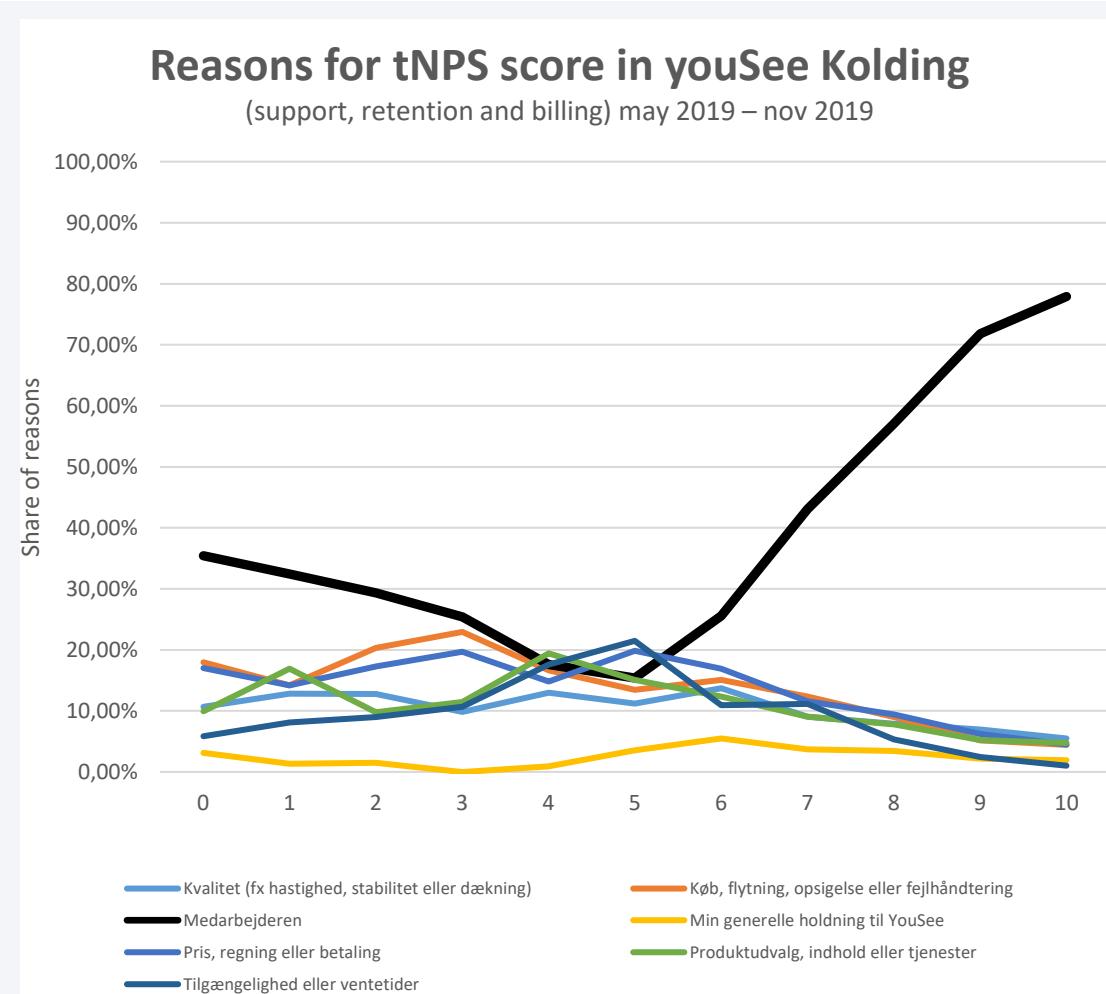


Et lille løft kan gøre den store forskel

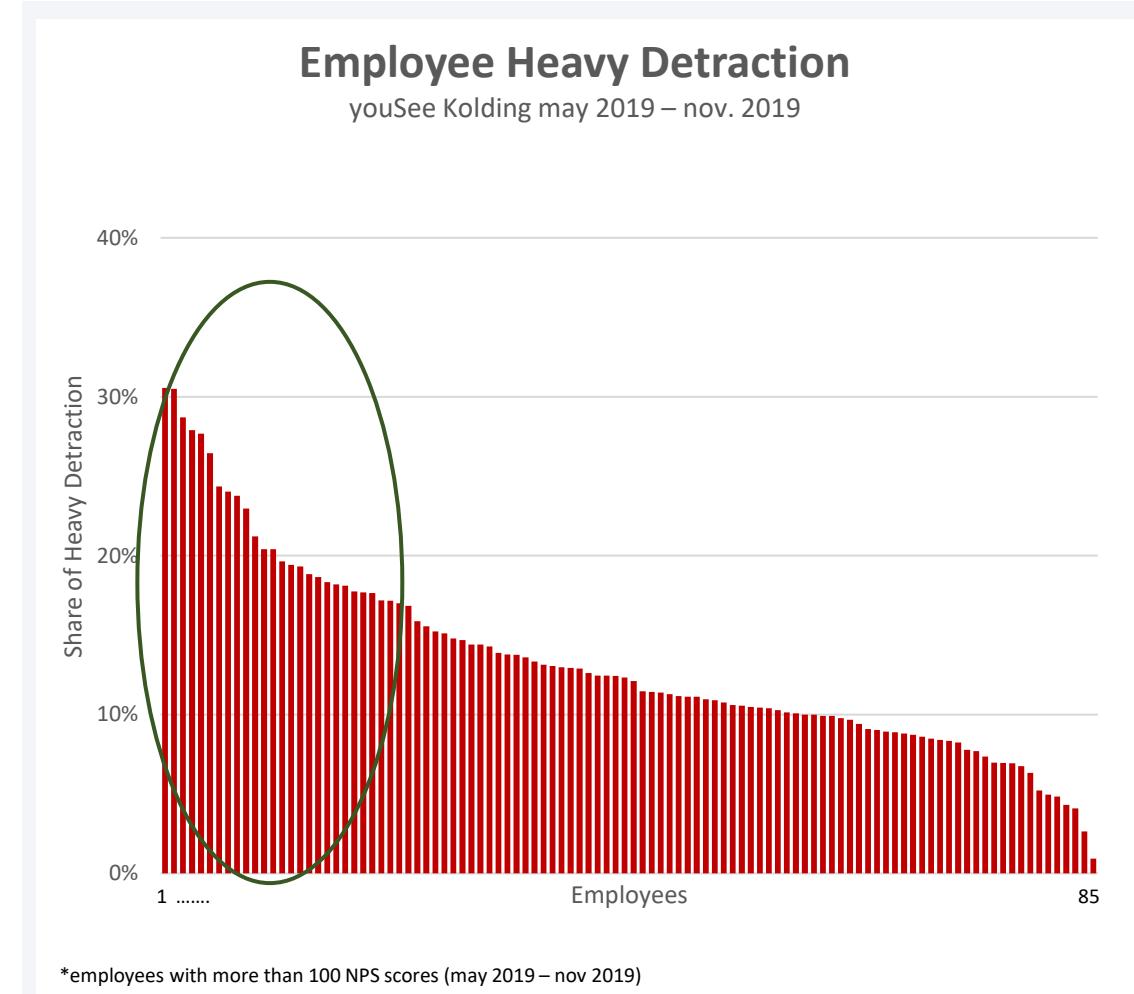


Reason map data på tNPS og Heavy Detraction i youSee Kolding

Employee behavior are polarized in top and bottom of NPS scale



Focus individually on employee performance to reduce heavy detraction



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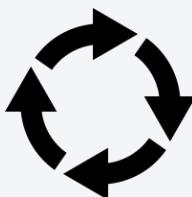
P-GAP har flere anvendelser end low performance HD løft



P-GAP Trainer er et læringsværktøj der skaber indsigt

P-GAP Tranier er et værktøj der primært skal bruges på "low performere"

Perception Gap training tool



The four week program

Monthly cycle of training for employees with too much heavy detraction (2 ½ hours pr. employee)

1. Gap Identification
2. Gap Reasons
3. Gap Closure
4. Gap Evaluation

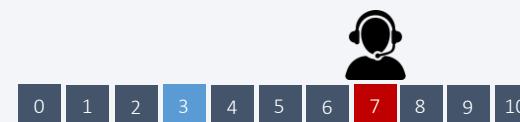
P-Gap measurement
Coach feedback
Coaching on phone
P-Gap measurement

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Large P-GAP = low recommendation

Effect of Perception Gap

Customer AVG Recommend score

No gap
0-1 points differents

8,8

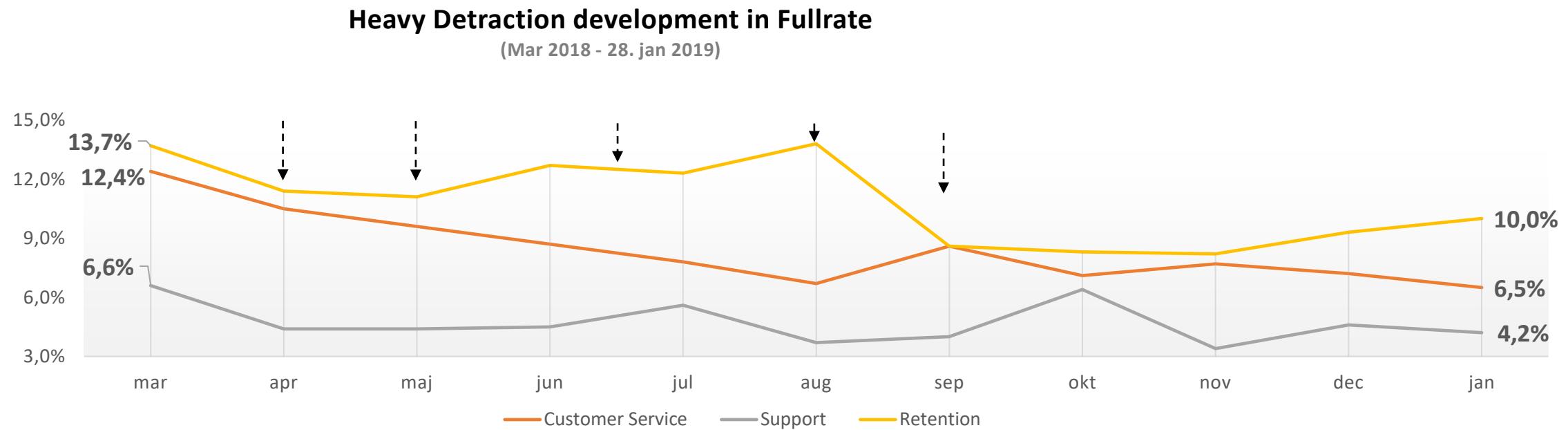
Small gap
2 points differents

8,2

Large Gap
3+ points differents

5,3

Resultaterne fra Fullrate efter 10 måneder



That's all Folks!

Læs mere om P-GAP her:



<https://www.linkedin.com/in/arjlimbic/detail/recent-activity/posts/>

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