

B2B NPS RULEBOOK TO HARMONIZE CX EFFORTS

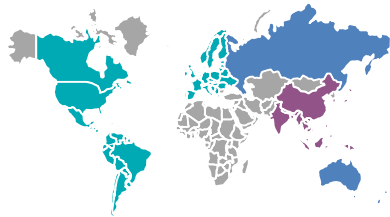
THE CLIENT CHALLENGE

Our client, a F500 industrial goods giant, was running several, often conflicting, customer experience (CX) programs at different levels within the organization. The company turned to GemSeek in an effort to **harmonize and streamline its CX efforts with a comprehensive global NPS program.**

THE GEMSEEK APPROACH

Our comprehensive process blueprint, the NPS Rulebook, **guided our client through all major steps of the NPS Program.** Distributing the rulebook globally, the company could assure **consistency of results across its key markets and comparability in time.** The Rulebook was crucial for management, providing **structure, clarity, and know-how to support the decision-making process.**

25 markets globally, Y number of touchpoints



X number of customers, Y number of employees



NPS used for 8+ Years



NPS part of management and employee remuneration

