

Strategy Huddle™ with MyStrategicPlan

Voice of the Customer - Beyond Private
Sector Applications

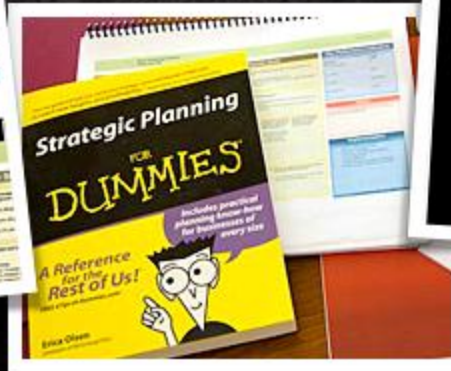
Welcome!

Powered by



- Purpose** Answer real-world questions, handle high-level strategy issues, and share best practices on strategy, execution, planning
- Duration** 45-60 minutes
- Your Role** Ask questions: Questions can be submitted via the Chat Box on right at any time. **
- Offer suggestions: Share your experience via the Chat Box during the topic at hand
- Details** Session is being recorded and a follow-up email this week will include a link to this huddle as well as the supporting slides.

- In the past three years we have...
- Managed 100+ strategic planning processes
- Deployed 800+ strategic management systems (MyStrategicPlan, MyNonprofitPlan, MyChurchPlan)
- Built consensus and commitment with 3,000+ executives, managers, boards
- Empowered 1 million+ strategist & soon-to-be strategists



I. Stat of the Month

II. Topic: Voice of the Customer- Beyond Private Sector Applications

- **THE USE OF THE NET PROMOTER SCORE (NPS) FOR SERVICE - BASED ORGANIZATIONS**
- **THE BALANCED SCORECARD APPROACH AT THE GRASS-ROOTS LEVEL**
- **USING NPS FINDINGS TO STRENGTHEN YOUR STAKEHOLDER COMMUNICATIONS**

III. Tap into the Wisdom of the Crowd: Your Questions (Time Permitting)

5% increase in customer retention drops to the bottom line and can increase it up to 75%

What does this mean in a non-profit world?

- More people volunteering
- More people participating in programs
- More people choosing to support your organization.

The use of the Net Promoter Score for service -
based organizations

**VOICE OF THE CUSTOMER - BEYOND
PRIVATE SECTOR APPLICATIONS**

THINKING ABOUT “CUSTOMERS”

Assumption:

Customer Experience programs that focus on growth and profit are not applicable to service-based organizations.

Fact:

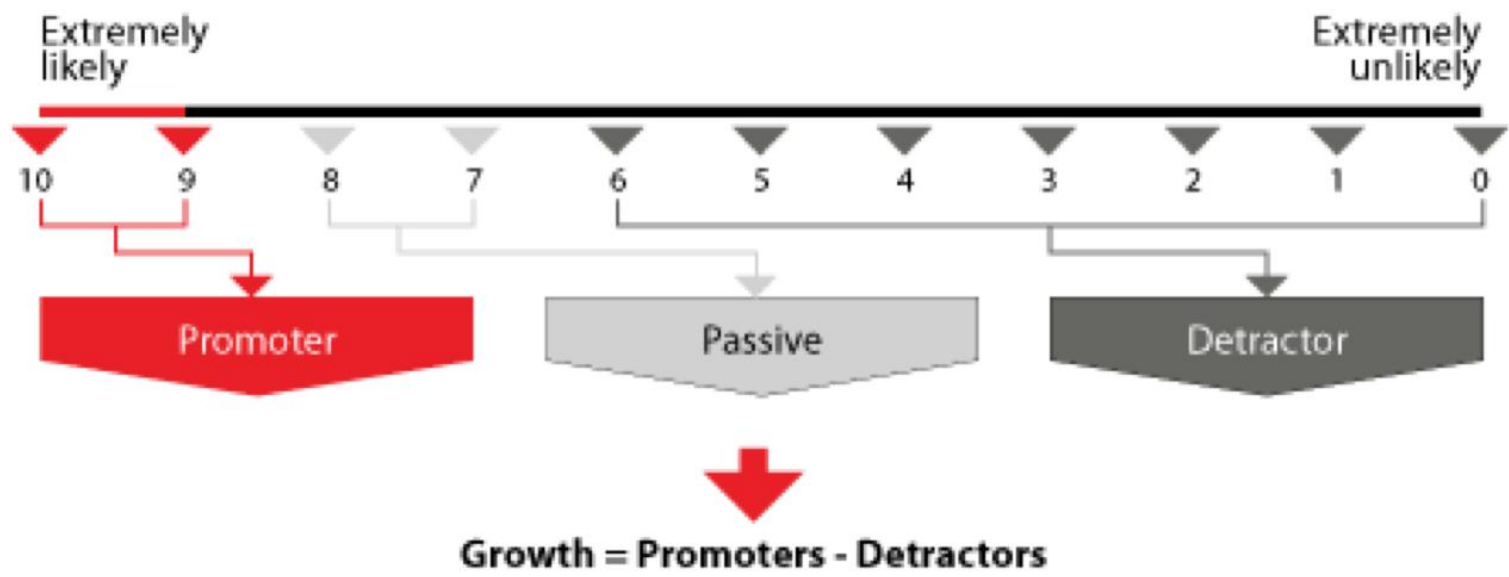
Even if you do not seek to “profit” from those you serve, they are still your “customers”. Your relationship with them validates your worth.

Truth:

Once someone chooses to abandon their relationship with your organization it takes 5-10 times more effort to bring them back.

The NPS Approach

The Net Promoter Score starts with the most important question you could ever ask your customers, members or constituents- **“How likely is it that you would recommend [organization entity here] to a friend or colleague?”**



*The Net Promoter is a registered trademark of Satmetrix, Bain & Company, and Fred Reichheld.

Thousands have adopted Net Promoter®



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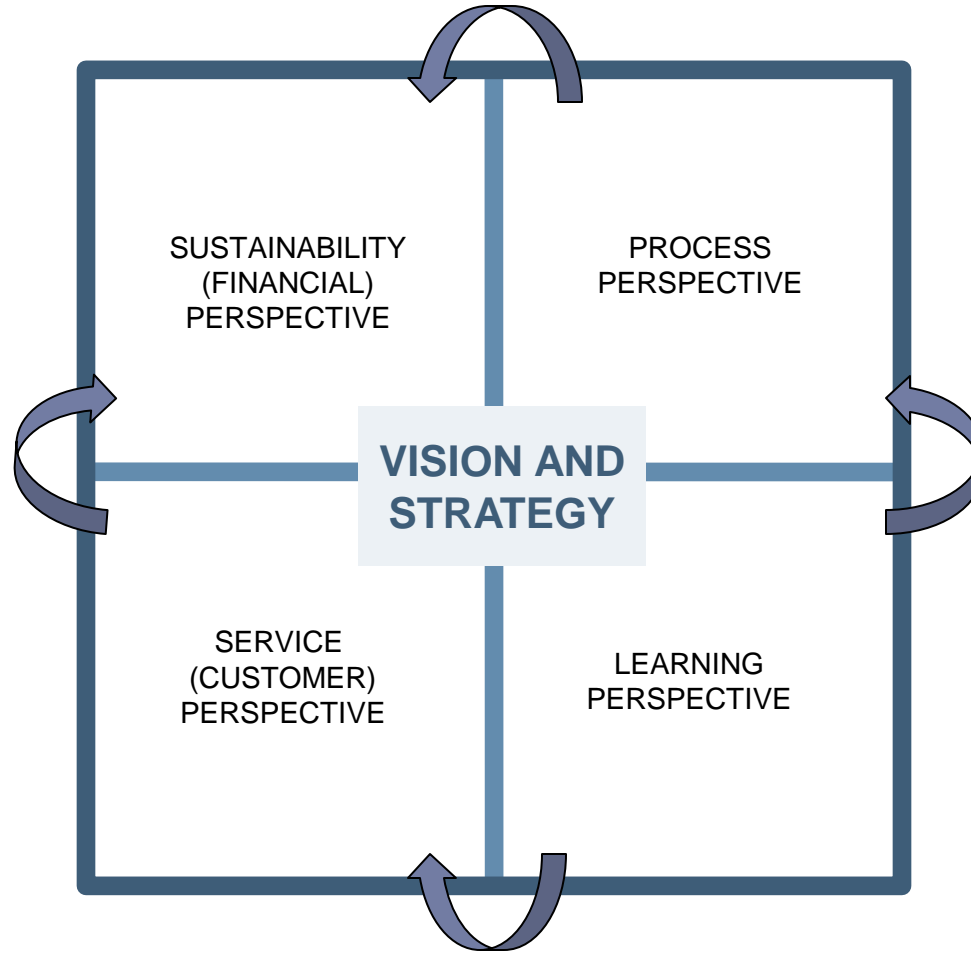
IDENTIFYING “CUSTOMER “ GROUPS

Stakeholder Category	NPS Question Variation
The Member	How likely it is that you would recommend a friend to ABC?
The Constituent	How likely is it that you would recommend using the XYZ at City ABC?
The Volunteer	How likely is it that you would recommend a friend or colleague to volunteer at ABC?
The Alliance/Partner	How likely is it that you would recommend a friend, colleague or business to support the programs at ABC?
The Employee	How likely it is that you would recommend a friend or family member to work at ABC?

The Balanced Scorecard approach at the Grass
Roots level

VOICE OF THE CUSTOMER - BEYOND PRIVATE SECTOR APPLICATIONS

Making the Balanced Scorecard work for you...

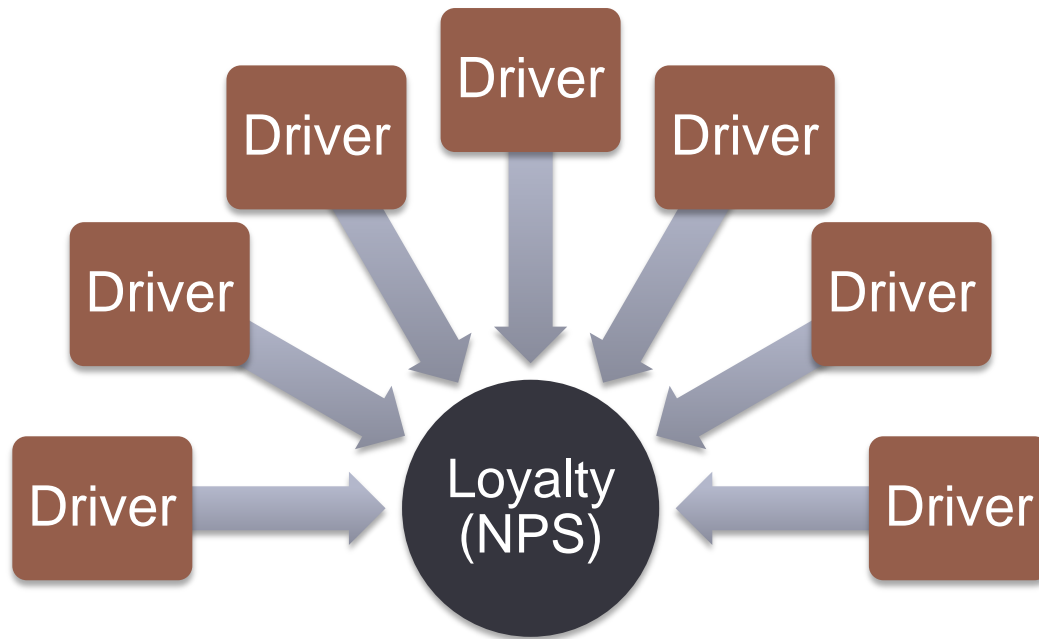


Develop question that reinforce your strategic needs...

SCORECARD AREAS	SAMPLE VOLUNTEER QUESTIONS
Learning	I feel like I have the training I need to best contribute to ABC.
Service	ABC is responsive to my needs as a volunteer.
Process	I am effective in helping ABC serve its members.

...while providing insight on what drives loyalty referrals (aka your Net Promoter Score).

STRATEGIC DRIVERS OF LOYALTY



- Proven methodology
- Easy to use & understand
- Easy to communicate
 - Action oriented

Using NPS findings to strengthen your outreach & communications

VOICE OF THE CUSTOMER - BEYOND PRIVATE SECTOR APPLICATIONS

KEY CONSIDERATIONS

1. Personalize the survey invitation as much as possible.
 - Use name or other directly relevant language in the invite.
 - Be very concise and provide direct access to the survey.
2. Push the information received, in an anonymous manner, down to the area of direct influence for process, service or learning action.
3. Reinforce what you've learned in a quarterly or annual distribution back to your audience groups.

GIVE THE CUSTOMER A SEAT AT EVERY TABLE

- Make NPS Feedback a part of every staff meeting.
- Review NPS Trends with your management team.
- Report on NPS metrics with your Committees, Boards or Councils.
- Use NPS promoter testimonials during fundraising efforts or to validate the continuation of programs / services.



CHUCK NORRIS

Resistance is futile.

Summary / Actions

- ✓ Assess the importance of the groups of people who are vital to your organizations long-term survival.
- ✓ Tailor your approach to each group according to their value expectations of your organization.
- ✓ Determine the best way for you to reach your audiences, while keeping data collection needs in mind.
- ✓ Make the Voice of your Customer part of your rhythm of business at all possible points.
- ✓ Reinforce what you are learning both internally and externally.

- Next Date is October 26th @ 9:00am PT/12:00pm ET
- Send in questions for the next Strategy Huddle to admin@mystrategicplan.com (reference the Strategy Huddle in the subject line)
- Interested in sharing/presenting a best practice as a Strategy Leader? (send email to admin@mystrategicplan.com and reference the Strategy Huddle in the subject line)
- Follow us on Facebook & Twitter @MyStrategicPlan
- More great training available: www.mystrategicplan.com/resources
- Today's session is being recorded and a follow-up email this week will include a link to this huddle as well as the supporting slides.

Get Expertise When You Need It

One-on-one guidance for those trouble spots in your planning

mystrategicplan.com/strategic-planning-consulting

Quick Start Coach

Get started on the right foot and avoid pitfalls to improve the success of your plan.

- Jumpstart your plan with one-on-one assistance from a planning professional.

\$495

[Get More Info](#)

Strat Plan Review

Ensure your plan is complete, holistic and ready to implement!

- Our team will provide you with a report and specific recommendations for your plan based on years of experience.

\$795

[Get More Info](#)

Strategy Support

Get answers to your strategy questions, when you need them.

- Receive 3 hours of one-on-one consultation with a dedicated MSP strategy advisor.

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