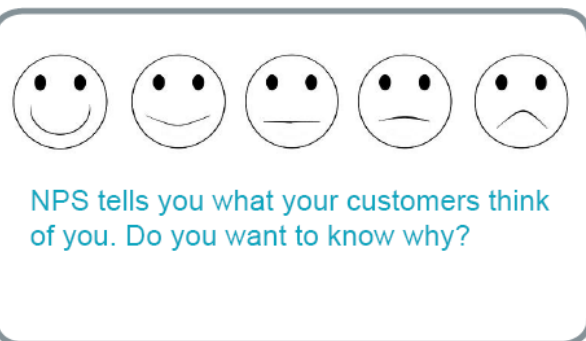


SEM Experience Analytics Net Promoter Score Solution



Understanding the Sentiments behind the Scores

Many companies have been successful in measuring Net Promoter Score (NPS™) program results as a periodic benchmark to drive unified action and to make occasional improvements. When implementing a NPS Program, do business professionals immediately ask or analyze a follow-on question about WHY customers responded the way they did? Are they soliciting and reporting NPS on a quarterly basis much like a periodic customer satisfaction survey? If so, there is an opportunity to immediately collect and analyze additional information upon each touch point used for customer feedback (i.e. call to service center, surveys, forms, etc.). By collecting open-ended answers verbatim, in real-time, business professionals can better understand the drivers (aggregated or individual) of customer loyalty, to initiate direct action to solve issues, and to decrease customer churn rates.



Why Are Promoters, Promoters and Detractors, Detractors?

Developed by Satmetrix, Bain & Company, and Fred Reichheld, Net Promoter Score has been embraced as the standard for measuring and improving customer loyalty. Net Promoter Score is based upon a single survey question, "How likely is it that you would recommend our company to a friend or colleague on a scale of zero to ten – ten being most likely?" In addition to being seen as a loyalty metric, it is a discipline for using customer feedback to fuel corporate growth and ultimately holds companies accountable for how they treat customers.

KANA's SEM Experience Analytics helps companies go one step further by identifying, in real-time, the key drivers behind their Net Promoter Score and quickly developing an action plan to address customers' needs. SEM Experience Analytics is an integrated listening system that extracts actionable intelligence from unstructured customer-generated content and therefore provides the best approach to understanding the sentiments behind the Net Promoter Score. With these actionable insights, business professionals can better assess individual loyalty and quickly resolve potential issues closer to the time of interaction. And, SEM Experience Analytics allows business professionals to solicit from all touch points and to quickly analyze large volumes of sentiments.

SEM Experience Analytics – How It Works

SEM Experience analytics clearly explains, in consumers' own words, the specific aspects of their experience with a company's products or services that cause them to be promoters or detractors. Consumers' feedback, in the form of open-ended verbatim answers, is coded into categories that are correlated to Net Promoter segments. For example, a business professional might learn that promoters love a company's tech support but that detractors are alienated by pricing.

SEM Experience Analytics Automatically Collects, Analyzes and Reports In Real-time

Even with thousands or millions of customers, business professionals don't have to wait for periodic reports to trigger action and in the right context to make customers happy. SEM Experience Analytics analyzes every Net Promoter Score response and comment in real-time and can immediately trigger a response to a call center for follow up, respond directly to the customer with a personalized offer, or route a specific Net Promoter Score response to an individual or group.

KANA's NPS solution is always scanning, calculating, and analyzing emerging topics of concern from customers that participate in NPS programs. Should SEM Experience Analytics see that there is an emerging issue that can impact Net Promoter Score, it will send business professionals automatic alert. Examples might include product quality or service issues in need of immediate attention or a new product release from a competitor.

SEM Experience Analytics can identify and track changes in tone, most critically, with unsatisfied promoters. Is there a negative tone trend in promoters? If so, SEM Experience Analytics will identify the trend and explain changing customer sentiment before it impacts a business. If listening and responding to direct customer feedback is good business, shouldn't you be listening too?"

*Net Promoter, NPS, and Net Promoter Score are trademarks of Satmetrix Systems, Inc., Bain & Company, and Fred Reichheld.