

MAKE NPS ACTIONABLE USING POINTILLIST

'A 10% improvement in a company's customer experience score can translate into more than \$1 billion in increased revenue.' – Forrester

NPS is Neither Explanatory Nor Prescriptive

Customer Experience (CX) metrics, like Net Promoter Score (NPS®), Customer Satisfaction (CSAT), Customer Effort Score (CES) and others clearly matter. But what do you do once you have that score? How do you tie these metrics to tangible business outcomes? Should you prioritize small incremental changes or introduce sweeping company-wide measures?

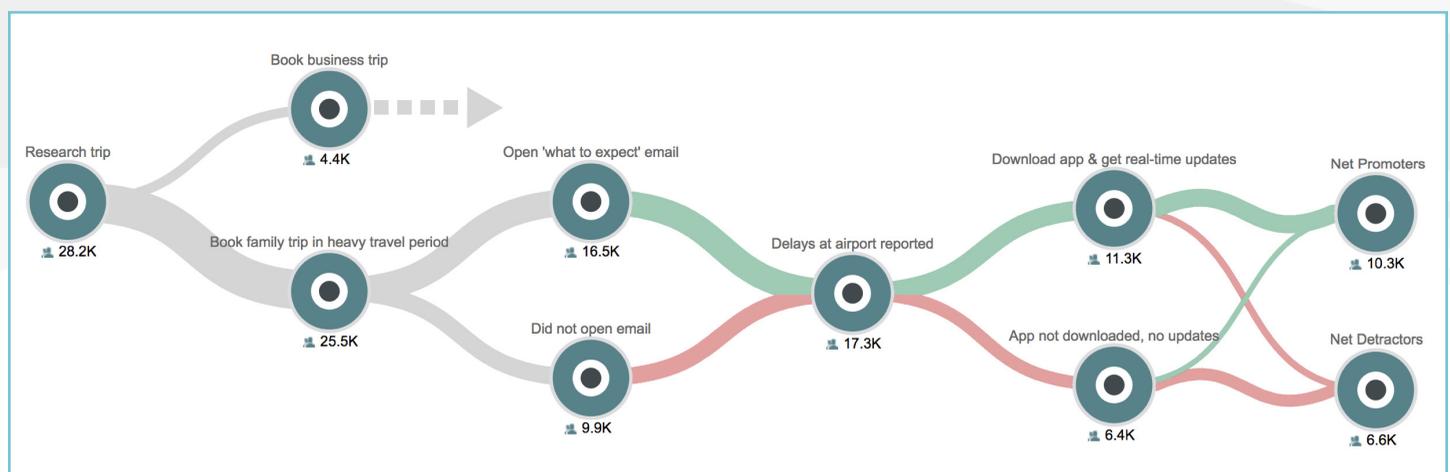
NPS, in particular, has gained a lot of traction in recent years as the ideal metric to track. But while NPS can quantify how your customers feel, it does not reveal what made them feel that way, how to change the way they feel or how to prevent them from feeling that way in the future. Without understanding the factors driving NPS, it is impossible to know the specific actions you should take to address a weak or declining score.

Why a New, Journey-Driven Approach is Necessary

To make NPS actionable, it is essential to discover the drivers of customer sentiment and behavior throughout the customer journey. Only by viewing the metric within the context of an end-to-end customer journey, can you understand how different experiences at each step of the journey impact the overall score.

With the breakthrough technology of customer journey analytics, you now have the power to look across millions of complete journeys that connect multiple touchpoints over different channels and time periods.

Using the Pointillist customer journey analytics platform, you can make NPS and other CX metrics actionable by discovering high-impact customer journeys that move your metrics in a positive or negative direction over the course of time.



An airline confirms how proactive communication to families traveling during heavy travel periods leads to more net promoters than detractors.

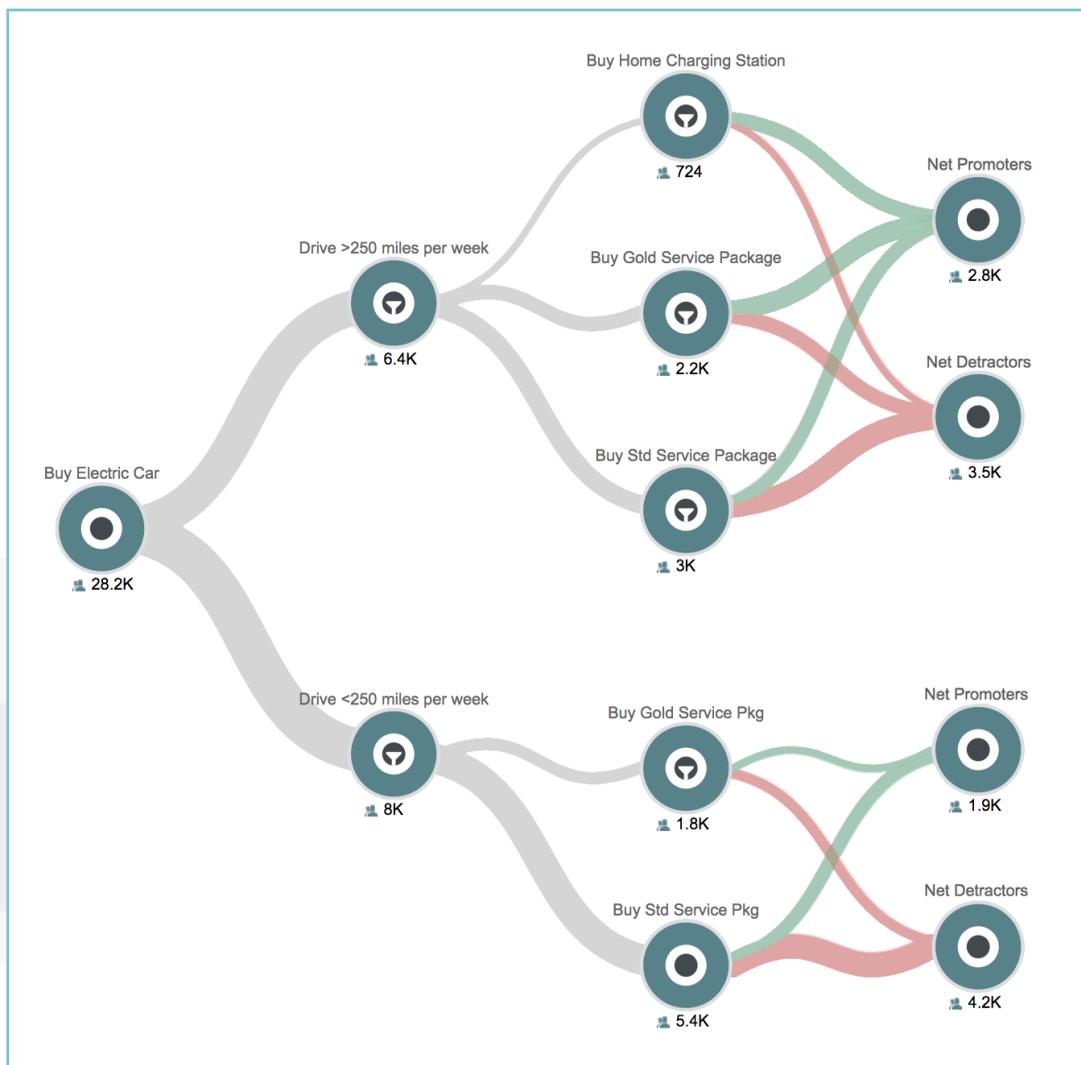
Pointillist AI Provides Actionable Insights to Improve Your NPS Scores

Pointillist AI explores billions of data points in places you'd never think to look and finds every relationship in the data that exists. Unlike other 'black box' AI tools that present their results without context, Pointillist AI is truly your analytics partner. For the first time, you have the power to know precisely what impacts your NPS scores, as your customers interact with your company over time.

With Pointillist AI, simply indicate that you're looking to increase NPS (or any other CX metric) and it will discover those customer behaviors and attributes that have the highest impact on these metrics, within the context of your customers' actual journeys.

You can focus on evaluating insights and deciding which ones to act on first, rather than spending all your time managing data.

Pointillist even helps you engage with customers through their preferred channels. Our software can be used to create custom dashboards that will monitor these metrics in real time, so you can track and report on them over time. Moreover, you can access the underlying journeys driving each metric with a simple click to reveal real-time data, as well as discover any high-impact micro journeys. This way you can implement programs that improve your NPS score *and* achieve your desired business outcomes.



A car maker discovers which customer journeys lead to an increase in net promoters.