

Net Promoter® Customer Loyalty Certification

Getting results with Net Promoter requires much more than a score. It demands expertise, tools, and a management process for integrating customer feedback into decision making at all organizational levels.

The Net Promoter Customer Loyalty Certification course provides the required knowledge and skills to prepare business leaders for successful implementation of Net Promoter programs. The curriculum highlights best practices using case examples, and educates participants on key success factors for using Net Promoter in a variety of operating environments.

Certified Net Promoter Associates have completed a 3-day training course and successfully passed a certification examination covering all core elements of the Net Promoter Discipline.

Why Get Certified?

- ✓ Increase the success of your Net Promoter program
- ✓ Develop personally and professionally
- ✓ Learn from leading customer loyalty experts
- ✓ Get access to leading-edge case studies, tools, and methods
- ✓ Join a network of customer loyalty practitioners
- ✓ Be recognized as an NPS expert

Who Should Be Certified?

The certification is designed for business leaders responsible for driving customer loyalty and business growth initiatives utilizing the Net Promoter approach.

It is appropriate for cross-functional change leaders and executive sponsors of Net Promoter programs, line managers championing NPS® in their business unit or department, and program teams driving core processes to support Net Promoter programs.



Fred Reichheld

Author, *The Ultimate Question*



Dr. Laura Brooks

Vice President, Business Consulting and Methodology, Satmetrix

- ▶ Net Promoter is an innovative approach for determining the value of customer relationships using a simple and radical question: Would you recommend us to a friend or colleague? Developed by author Fred Reichheld, Bain & Company, and Dr. Laura Brooks of Satmetrix Systems, it is gaining rapid adoption in the business community. It allows companies to track promoters and detractors within their customer base and drive improvements in customer experience to increase loyalty and business performance.

San Francisco • January 28-30, 2009

Net Promoter® Associate Curriculum Overview

The curriculum consists of e-learning videos, real-world case studies, insightful lectures, and thought-provoking roundtable discussions.

► Pre-course Video Lecture

Prepare for the course by reviewing two video lectures, presented by Fred Reichheld, covering the fundamental concepts of Net Promoter.

Unit 1: The Net Promoter Management Framework

Learn how Net Promoter represents a disruptive approach for building customer loyalty. The course begins by highlighting the core tenets of Net Promoter and how it differs from traditional customer satisfaction initiatives. Participants will also explore core elements of best practice, and learn how to communicate the unique benefits and value of a Net Promoter program.

Unit 2: Using Customer Economics and Segmentation to Prioritize Loyalty Investments

Effective Net Promoter programs integrate customer loyalty with the core economics of your business. This session covers methods for identifying your most strategic potential investments by combining NPS with customer profitability to focus on key segments. The session will also present a framework for calculating the value of promoters, passives, and detractors in your business.

► Day One: January 28th

Units 1 & 2: Review of Key Concepts

The three-day course begins with a facilitated review of the key concepts from Units 1 and 2. Group exercises, based on real-world case studies and scenarios, drive home important learning objectives and stimulate class discussion.

Unit 3: Driving Change throughout the Entire Organization

How do companies align management and employees around program objectives to drive business and cultural change? This session will discuss successful approaches for gaining buy-in at all levels, including executive sponsorship, core team formation, and line management. We will also explore best practice for establishing regular management rhythms that drive cross-functional action and accountability.

Unit 4: Mapping a Successful Net Promoter Journey

This session develops the practical skills of building a prioritized roadmap for your Net Promoter program. Participants will revisit the best practices framework of Net Promoter and discuss strategies, tactics, and timelines required to overcome challenges faced in rolling out NPS across an organization.

► Day Two: January 29th

Unit 5: Generating Trustworthy Data

Developing a reliable Net Promoter Score and integrated customer feedback system forms the foundation for organizational action. This session will explain best practices for setting up customer feedback, analysis, and reporting systems to support your program goals and roadmap. Topics include the difference between top-down (relationship) NPS and bottom-up (transactional) NPS; recruitment and sampling strategies; techniques for ensuring high response rates; and management processes to monitor and avoid gaming of results.

Unit 6: Determining the Drivers of Promotion and Detraction to Enable Action

Driving strategic change requires insight into systematic issues and patterns in your customer experience. Determining the root causes of detraction and promotion is vital for improving NPS with targeted customer segments. This session compares the advantages and limitations of a variety of approaches for understanding NPS drivers. Examples include root cause follow-up interviews, correlation analysis, adaptive conversations, and use of open-ended comments.

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▶ Day Three: January 30th

Unit 7: Systematically Closing the Loop at the Three Levels

This session will cover role-specific reporting and closed-loop follow-up at three key levels: frontline employees, functional management, and senior leadership. It will examine the processes that drive learning and cultural change across the organization. Participants will learn how best-in-class companies ensure that all levels are effectively informed of relevant customer feedback, and explore techniques for effectively closing the loop with customers.

Unit 8: Setting Realistic Goals and Improvement Strategies

How high should your organization reach when setting improvement goals for your Net Promoter program? This session will explain techniques for setting realistic goals that account for competitive benchmarks, cultural differences, and historical performance of the organization. Through understanding the baseline, participants can revisit their program roadmap to explore strategies for continuous improvement and enable differentiation through customer experience.

▶ Post-course Certification Exam

After completing the 3-day course, participants are eligible to take the Net Promoter Associate Certification exam. This exam is optional, but successful completion of the exam is required to attain certification.

The exam is administered electronically in a timed, open book format. It includes two sections, Part 1: True/False, Multiple choice and Part 2: Essay questions.

How to Register

To request an invitation to the San Francisco Customer Loyalty Certification class, visit

▶ www.netpromoter.com/certification-course

Pricing Information

- Regular Certification Price: \$4500 (Early Bird Price \$3995 through November 21)
- Satmetrix Client Certification Price: \$3995 (Early Bird Price \$3500 through November 21)

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