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Основные особенности работы с индексом лояльности клиентов NPS (net promoter score)

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Аннотация
В данной статье проанализирован такой показатель лояльности покупателей, как NPS. Дана краткая характеристика определения "индекс лояльности клиентов", раскрыты специфические особенности данного показателя. Определена значимость данной метрики для маркетингового отдела и компании в целом. Описаны различные способы повышения данного индекса с указанием преимуществ и недостатков. Изучены методы управления NPS.
Ключевые слова: лояльность, индекс лояльности, NPS, показатель эффективности, лояльные покупатели, управление лояльностью.

The main features of the customer loyalty index net promoter score (NPS)

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Abstract
In this article, an indicator of customer loyalty, such as NPS, is analyzed. A brief characteristic of the definition of "Customer Loyalty Index" is given, specific features of this indicator are disclosed. The importance of this metric for the

marketing department and the company as a whole has been determined. Various ways of increasing this index are indicated, indicating the advantages and disadvantages. The methods of NPS control are studied.

Keywords: loyalty, loyalty index, NPS, performance indicator, loyal customers, loyalty management.

Loyalty is a qualitative characteristic of the customer's commitment to the manufacturer or the seller, his tendency to consume goods of a certain manufacturer, even in the absence of advantages or disadvantages with respect to products-competitors and substitute products. Thus, loyalty management is one of the most difficult tasks of the marketing Department due to the complexity of the calculation and interpretation of its indicators. One of the most well – known indicators of loyalty is the customer loyalty index (Net Promoter Score-NPS), which is the proportion of customers who are willing to recommend the brand, product, store to other consumers, as the indicator indicates the willingness of the customer to make a repeat purchase[2].

The measurement of the indicator has a specific character, for this buyer is asked whether he is ready to recommend the product/store / brand to other consumers, and offer a scale from 0 to 10, where 0 – will not recommend, and 10 – necessarily recommends. Thus, all consumers are divided into the following 3 groups, depending on their answers:

• critics - from 0 to 6 points, these consumers have absolutely no loyalty to the brand/store/product;

• neutral buyers-7 and 8 points, these consumers see any shortcomings at the producer, but at the same time have some loyalty to shop/goods/brand;

• supporters-9 and 10 points, this group of buyers are the most loyal to the brand/store / product.

The customer loyalty index (NPS) is calculated using the following formula 1:

$$NPS = \text{share of supporters} - \text{share of critics} \tag{1}$$

This indicator is interpreted differently for each industry. The authors will elaborate on the explanation of this marketing metric in the retail sector due to the direct relationship between customer loyalty and trade. The interpretation in this sector is as follows:

• up to 10% - low customer loyalty rate, product / store / brand has a low competitive position in the market;

• from 10% to 50% - the average, the brand / store / product has a certain number of regular customers and successfully competes in the market among competitors;

• over 50% is a very high rate of customer loyalty, brand / store / product has a significant competitive advantage.

The results of the customer loyalty index research are explained in various ways and are important indicators of sustainable development of the company in General and the marketing Department in particular. Below, the authors will present in more detail the advantages of NPS for a business structure, where the feasibility of measuring this metric is determined:

1. Sustainable growth and customer retention: extensive research has shown that NPS is one of the main indicators of growth. The presence of an indicator that will exceed the level of competitors will mean that the company occupies a more significant market share. For example, according to the Gartner survey, 65% of start-up companies already have a ready-made customer base. Attracting new customers is 5 times more expensive than keeping the old ones. Customer loyalty is an affordable way to measure customer satisfaction and retention;

2. Development of sales management: NPS gives the company the opportunity to competently prioritize, focusing on the needs of customers, thereby forming a quality feedback at a high speed, which allows you to make decisions about the product of the company as efficiently as possible;

3. Effective employee capacity management: customer loyalty score can help you determine the level of satisfaction of your employees. NPS can also be used to select a new vector of corporate culture. This marketing metric also lets you know what your employees think about the new corporate policy.

Thus, all departments of the company will be able to work more smoothly to achieve one common goal-customer satisfaction. Verizon research has shown that 85% of new customers come to small companies because of the word-of-mouth effect. Keeping your NPS at a high level will help you attract more customers without spending money on advertising and marketing campaigns.

The specificity of the customer loyalty index is the inability to develop a single direct method of impact on this metric in order to increase its performance, for each individual situation requires an individual approach. At the same time, the advantage of managing this indicator is a wide variability in the choice of ways to solve the problem and a wide range of management decisions.

The confidence of the manufacturer in his knowledge concerning the needs of the consumer forms the goal of the customer loyalty index. It is to show managers that there are problems in the activities and they need to be solved immediately. The most basic way would be to ask the customer how to improve the product/brand / store so that he would recommend it to other buyers. The advantage is that the seller or manufacturer will not spend additional funds on research to find the problem, and immediately ready to start looking for a solution. However, do not forget that the unpredictable behavior of buyers, not the willingness to make contact, the provision of incorrect information can have a decisive impact on the success of the method used to increase the customer loyalty index.

Another way to improve the NPS, which is offered by the authors, is the constant analysis, control and improvement of the service increases customer loyalty due to the fact that the level of service often determines the success of the business structure. The return on improving customer service will many times

exceed the costs and increase the profitability of the enterprise, and trained and attentive staff will respond quickly to problems and make management decisions on time.

It is important to understand that the results do not always meet the company's expectations about the loyalty of their customers, but here it is necessary to study the methods of NPS management and determine their effectiveness to achieve the maximum result when calculating the indicator again.

Below the authors present the goals and objectives of the company, work on which will increase customer loyalty. There are the following positions:

- quantitative assessment of NPS using modern IT solutions;
- qualitative analysis of responses;
- working with dissatisfaction;
- increasing confidence "neutral" clients;
- promotion of promoters ' PR responses[3].

The company's policy, aimed at comprehensive development, ensures the smooth functioning of all departments of its business structure through the use of various tools such as NPS. However, it is important to understand that the focus of customer loyalty research at the expense of this metric is also important for making effective marketing decisions in order to improve both the marketing Department and the business structure. The consumer loyalty index helps marketers measure mood and customer opinions and then give feedback to all team members.

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