NET PROMOTER SCORE AS A QUALITY METRIC

IPSOS QM SOLUTIONS

CASE STUDY:
How can NPS be used in quality?

Net Promoter Score (NPS) is a customer loyalty metric that is widely utilized across the Fortune 500 to measure customer experience. In quality measurement, we frequently get the question, "is NPS relevant to gauging product quality?" The answer is 'yes'; one way to do so is with three steps to make the feedback useful for engineers to understand and improve quality.

IN ORDER TO MAKE NPS MORE ACTIONABLE, THREE STEPS NEED TO BE TAKEN:

01

Create a short survey with the question, "Based on your experience with the **quality** of your vehicle, how likely are you to recommend this model to a friend or colleague?"

02

Use **text analytics** tools to code keywords from a follow-up, open-ended question and bin customer verbatims into categories.

03

Upload the binned data to our **Quality Connection™** analysis tool with the ability to mine the data to understand root causes of quality issues.

In the example below, an Ipsos analysis identified that the paint of a 2020 MY vehicle scored a relatively low NPS. The customer verbatims driving the score revealed a problem with the paint's application. The OEM's engineers implemented the feedback in the 2021 redesign, the success of which was evident from the rise in 2021 MY paint NPS.

	Model 1	
	2020 MY	2021 MY
Total NPS	**65**	**69**
HVAC	2.5	3.1
Paint	1.8	5.0
Automatic transmission	3.0	3.1
Engine	3.5	3.7
Tires	2.1	2.2
Infotainment	1.5	1.7

For more information on **text analytics**, please see our Case Study 4 "TRANSFORMING CONSUMER COMMENTS INTO ACTIONABLE INFORMATION".

Certain dates and details have been slightly modified to preserve confidentiality