

WE WANT TO HEAR WHAT  
OUR CUSTOMERS THINK OF US.  
**ESPECIALLY IF THEY DON'T  
THINK THAT MUCH OF US.**

The best way to get better is to get feedback. And we regularly send our Net Promoter Score™ (NPS™) surveys to our customers to get a better idea of how we can be the best.

This guide will help you get ready to talk to your customers about NPS. Use it with the other approved NPS tools, slides, etc. to plan your discussions and have your conversations.

For Internal Use Only



**HONESTY IS THE  
BEST POSSIBILITY.**

To truly improve, we need authentic feedback from our customers. So don't "sell" the survey or any products or programs, don't set it up by recapping all your strengths, and don't ask customers to give good reviews.



*Customer discussion point #1*

# WHY SHOULD YOU TAKE THE SURVEY? AND HOW HONEST SHOULD YOU BE?

We want candid, open, don't-hold-back feedback about your relationship with American Express. There's no better way for us to get better.

We'll learn where you stand (where all our customers stand, in fact), and that will help us prioritize our investments and focus attention on our customers' most important needs.

*Customer discussion point #2*

# WHAT ARE WE GOING TO DO WITH WHAT YOU **TELL US?**

We'll tally all the research results, creating a summary of your most critical—and helpful—feedback.

We'll develop detailed reports for each of our teams, so everyone within American Express knows what you want most.

We'll turn the data in to tactical action plans, giving our employees clear marching orders when it comes to your concerns.





*Customer discussion point #3*

# HOW CAN WE **THANK YOU** ENOUGH?

We genuinely appreciate your genuine feedback, and we thank you for taking the time to answer honestly. Remember: everything you tell us helps improve your overall experience.

We're sincerely thankful for your business and your commitment to our partnership.



# YOU MIGHT HAVE MORE QUESTIONS THAN YOUR CUSTOMERS.

## HERE ARE A FEW ANSWERS TO THE FAQs.



### How should I answer if a customer asks me what the NPS score is?

Please respond courteously, but explain that the actual scores are proprietary, and you are not able to share the specific date.

### What do I do if a customer asks about the legitimacy of the survey?

You tell them “yes,” this is a legitimate American Express survey. Then encourage them to complete the survey, as their feedback will help us improve and ultimately bring greater value to the relationship.

### What if a customer has a technical question about the questionnaire?

Please refer them to [Liam.Adams@mapsnet.com](mailto:Liam.Adams@mapsnet.com).

### How should I follow-up?

**For any customer who requested follow-up from their account manager within the NPS survey,** you'll receive a Profile Card that summarizes that customer's responses. If the customer has rated us a 1, 2 or 3 (low detractor) on the “likelihood to recommend” questions, their profile card is called a “Hot Alert” and we recommend that these customers be contacted within 48 hours.

- Send your customer an email or place a call to let them know you have their responses and would like to discuss them.
- Schedule the conversation whenever your customer is available. If it's a Hot Alert, you should discuss your approach to the conversation with your leader before meeting with your client to outline your strategic approach to the conversation.
- Be as specific as you can without over promising. A reasonable response is, “I need to do some investigation to identify who can help us with this. I will get back to you when I know more.”
- Follow-up with specific action steps.

### For all of your other customers—specifically those who **HAVE NOT** requested follow-up from the NPS survey:

- Please use the NPS overview pages provided by the NPS corporate team, in your follow up meetings to introduce NPS and share high-level details about the survey. You may also discuss ideas with your leader for sharing specific regional activities which are relevant.
- Review the overall results and your region's results with your leaders and identify plans of actions for each client.
- Share 2016 GCP plans as a part of your regular, day-to-day communication with your customer and/or your quarterly or annual reviews, identifying broad strategies that resulted from the survey learnings.
  - This will allow you to link and label strategies to survey learnings, demonstrating that we are listening and that we value the feedback.
  - Do NOT ask your customers specifically about their feedback unless they volunteer the information.

**Encourage your customers to tell it like it is. Then put their answers to work.**

