Using standardized measures to track customer insights beyond purchasing syndicated research

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Customer service

Excellent

Poor
INNOVATION
1
NET PROMOTER SCORE
How likely are you to recommend our company to a friend or colleague?
NPS = \% of Promoters (9s and 10s) - \% of Detractors (0s through 6s)
American Customer Satisfaction Index
1. Overall Satisfaction
2. Expectations
3. Ideal
спасибо
GRACIAS
THANK YOU
ありがとう
danke
धन्यवाद
شكراً
OBRIGADO