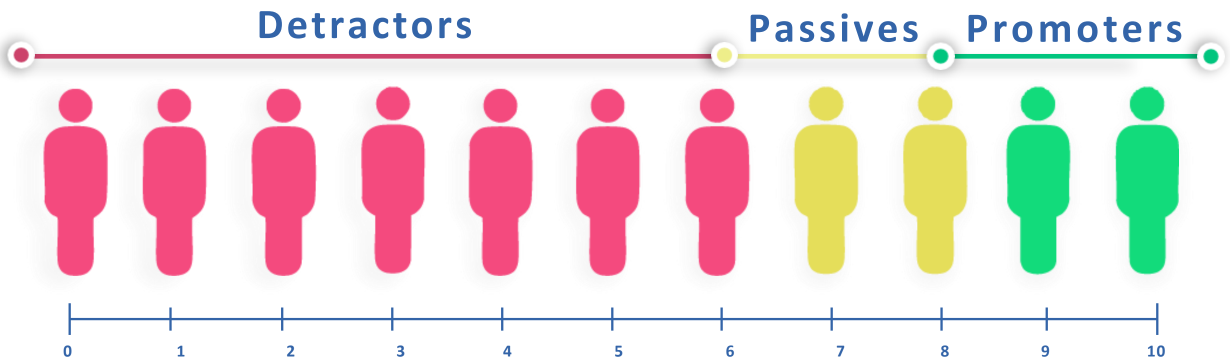
Lawrbit
GLOBAL COMPLIANCE NETWORK

NPS SURVEY

REPORT- H1-2024-25


Detractors
Passives
Promoters
0
1
2
3
4
5
6
7
8
9
10

NPS Calculation Formula: NPS = %Promotors - % Detractors

Detractors
Score 0-6: (not likely to recommend the product/company)

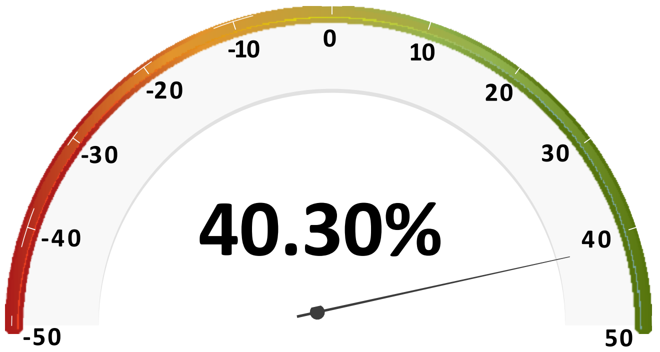
Passives
Score 7-8: (may or may not recommend)

Promotors
Score 9-10: (highly likely to recommend)

H1-2024-25

Net Promoter's Score (NPS)

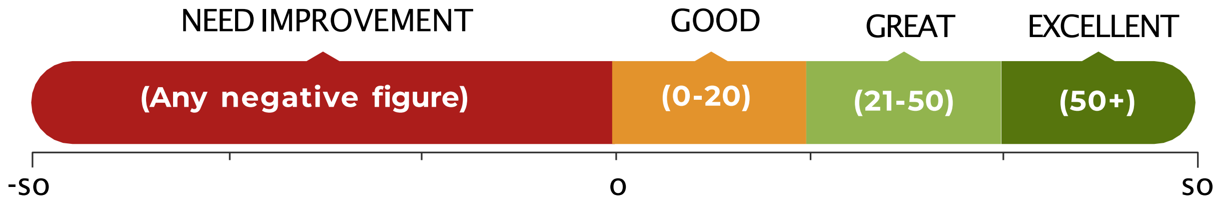
How likely are you to recommend us to your professional circle?



40.30%

H1-2024-25

What is a Good NPS Score



NEED IMPROVEMENT
(Any negative figure)

GOOD
(0-20)

GREAT
(21-50)

EXCELLENT
(50+)

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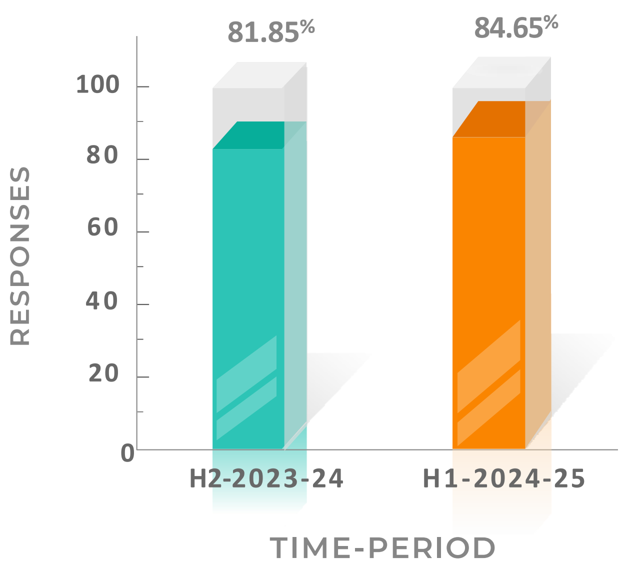
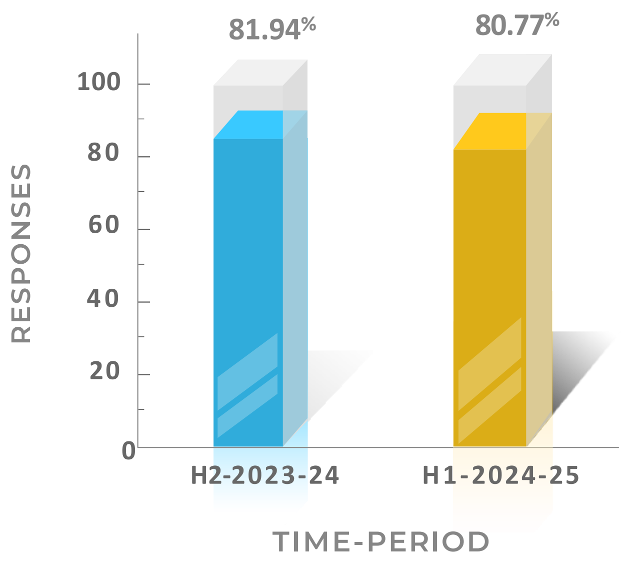
Customer Satisfaction (CSAT) Score

OVER-ALL USER EXPERIENCE ON GCMS



RATE OUR CUSTOMER SERVICE



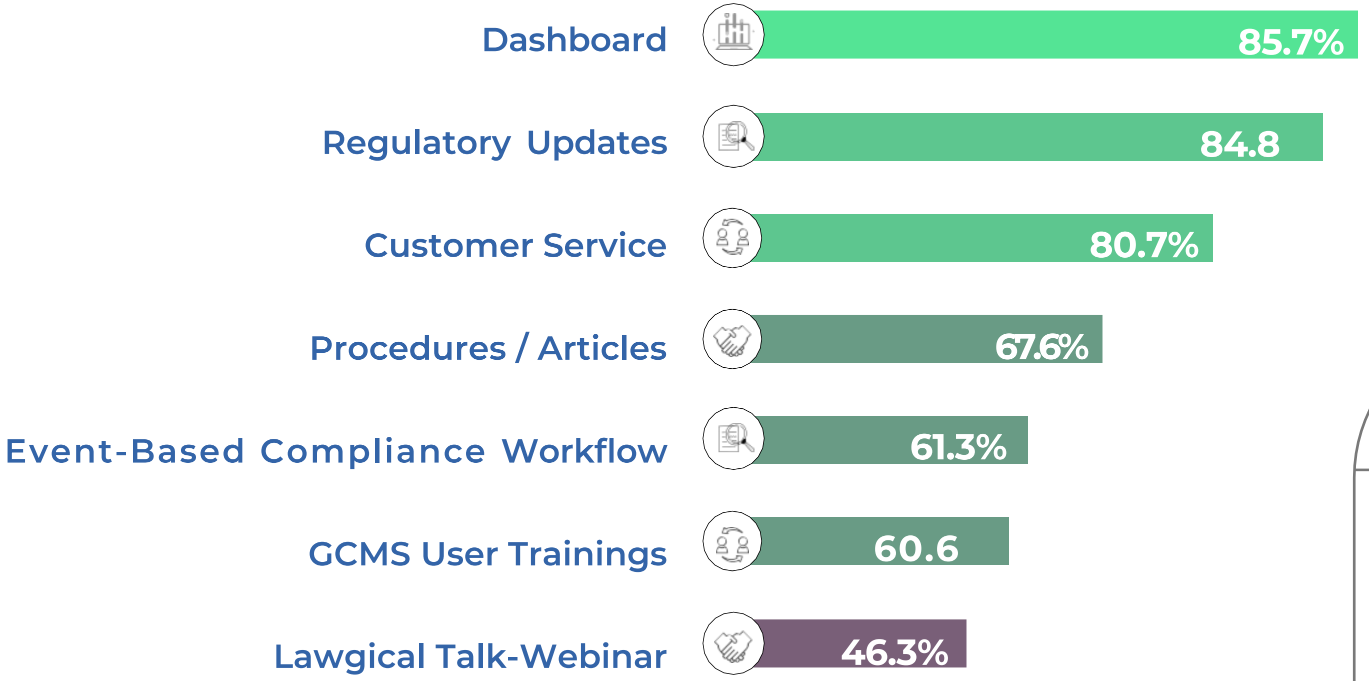
★ On 0-10 Scale CSAT Score % = $\frac{\text{Total of all Scores}}{\text{No. of Respondents}} \times 100$

1 2 3 4 5 6 7 8 9 10

NEED IMPROVEMENT GOOD GREAT EXCELLENT

H1-2024-25

THE TOP **MOST LIKED FEATURES** IN GCMS



Feature Classification

- COMPLIANCE REPORTING
- MONITORING COMPLIANCE
- COMMUNITY ENGAGEMENT
- SUPPORT

Basis responses from 3,500+ End Users

H1-2024-25

CSAT VS NPS	CSAT	NPS
Calculation	CSAT calculations = No. of satisfied customers/Total no. of responses x 100	NPS = % of promoters - % detractors
Relationship	Higher the satisfaction Higher the loyalty	Higher the NPS Higher the customer loyalty
Definition	CSAT measures the satisfaction of the customer after an interaction or from the complete experience.	NPS measures the loyalty of customers toward the brand
What does it do?	Helps to track the positive and negative moments, helping to fill the gaps in the customer experience and prevent churn.	Helps in creating raving fans over a period of time
When to Use it?	CSAT survey can be used after: Every interaction with the customer Complete product experience	NPS survey can be used: As a relationship survey at regular intervals for benchmarking
Question it Asks	How satisfied are you with product/service ? How would you rate the support you received? Did the product meet the expectations?	On a scale from 0-10, how likely are you to recommend our services to a friend or colleague?

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NPS Improvement & Action Plan

ENGAGE

- Approach customer for Testimonial/Case study
- Star rating/Appreciate Users/ Clients for being 100% Compliant
- Periodically on premise Refresher Trainings & Addressing New Functionality
- Courtesy Visits/F2F Meeting Plan Quarterly
- Quarterly Business Review
- Acknowledgment to concerned Team/Client Manager

Promoters

IMPROVE

- Process Improvement Plans
- Addressing New Functionality Periodically
- Monitor Regular Customer Retention/Dashboard Usage
- Involve Clients in Community Connect Program
- Quarterly Business Review
- Share Client Feedback with Internal Teams
- Customer to be contacted within TAT
- Fact Find and Remedy
- Plan of Action to Fix

Passives

SUSTAIN

- Share Effort Reports
- GCMS User Training Yearly Plan
- Monthly Refresher/Help-desk Session
- Consistent User Connect
- Updating Videos/User Manuals for quick users guidance
- Escalation on High Priority Tickets
- Addressing Issues within Internal Teams
- Share Client Feedback with Internal Teams
- Fact Find and Remedy
- Plan of Action to Fix
- Extra Services for Goodwill

Detractors