



NET PROMOTER  
**MASTERCLASS**



# Re-imagine Customer Experience

Program Leadership Toolkit Overview



# Introduction

A Net Promoter Program has the potential to significantly improve the customer experience you deliver. And better customer experience means the difference between profitable growth and competitive loss.

It's not just about NPS improvement. It's about competitive and financial success in the segments of the market that you seek to win. It's about an enduring commitment that achieves long term goals for customers, employees and shareholders.

# Thought Leading Content



# Concept

Completely re-imagined. With over 6,000 certified professionals and thousands of conference attendees adopting our original methodology, we learned a thing or two. And we put it all into a new model for a contemporary business environment.

The Masterclass content is based on a completely re-imagined Net Promoter methodology updated for a digital age. Eleven core models have been crafted into toolsets and visual learning tools, so we don't just educate, we equip professionals for results.

You won't find this depth of content anywhere else. This is a completely original approach; just what you would expect from the team that created the methodology in the first place.



# Target Audience

10 years ago, NPS Certification was created to meet the needs of the CX professional practitioner. We have always had the utmost respect for the program leaders and their teams that invest their careers in the challenge of creating successful NPS programs and we wanted to give them the tools to succeed. While we knew that a professional credential was valuable, we heard from the start that what this group really wanted was NPS success for their business, their teams and their own careers. It had to be right.

When we re-imagined the Masterclass, we kept that North Star front of mind. 20 Net Promoter conferences, more than 6,000 participants and hands on involvement in over 1,000 enterprise programs later – well, we think we have learned a thing or two about success and failure for CX. It all went into the Masterclass.

If you are taking on the challenge of NPS program success at your business, we stand with you... online, on location and ongoing.

# Curriculum

## “THE SCIENCE”

### Unit 1: Foundation

- Learn the underlying ideas and principles behind NPS and its implementation
- See Net Promoter Programs through an more strategic and forward looking lens
- Build a solid foundation around core concepts that will provide context for the entire program

### Unit 3: Analytics

- See how different levels of analytic maturity build capability
- Learn about the NPS analytic framework and the importance of relative performance
- Understand the different statistical options available to support root cause analysis
- Learn the NPS root cause analysis frameworks and approach building insight and action

### Unit 2: Data

- Learn the importance of data as a competitive asset
- Understand how multiple layers of data build to a comprehensive foundation for program success
- Explore how customer journey models relate to NPS and transactional data sets
- Learn how different types of data can be used to create a comprehensive picture of the customer
- Explore the NPS data quality framework
- Build an understanding of NPS data architecture and how to make choices around data collection and integration methods

### Unit 4: Action

- See how behavioral and psychological factors drive engagement and action within the organization
- Explore the NPS behavioral framework that builds the right environment to get action to happen
- Learn the NPS action framework that prescribes multiple levels of closed loop activities from tactical to disruptive at all levels in the business

# Curriculum

## “THE ART”

### Unit 5: Organization

- Understand the drivers of organizational transformation in an NPS program and how they combine to create transformative change
- Explore the NPS organizational framework that connects engagement with alignment initiatives, incentives, goal setting and action tools



### Unit 6: Program

- Explore the COMPASS program framework to understand all elements of a successful NPS program
- Take away practical tools to build out program capabilities
- See how organizational and team structure can be built to support the program and ensure the right resources are in place for success



### Unit 7: Market and Economics

- Gain a true understanding of the connection between NPS and business economic outcomes, based on 15 years of data and practice
- See how customer lifecycle economics connect to NPS
- Understand NPS economics and how to quantify the impact of NPS improvements
- See how transformative companies impact their economics through promotor driven marketing initiatives



### Unit 8: Integration

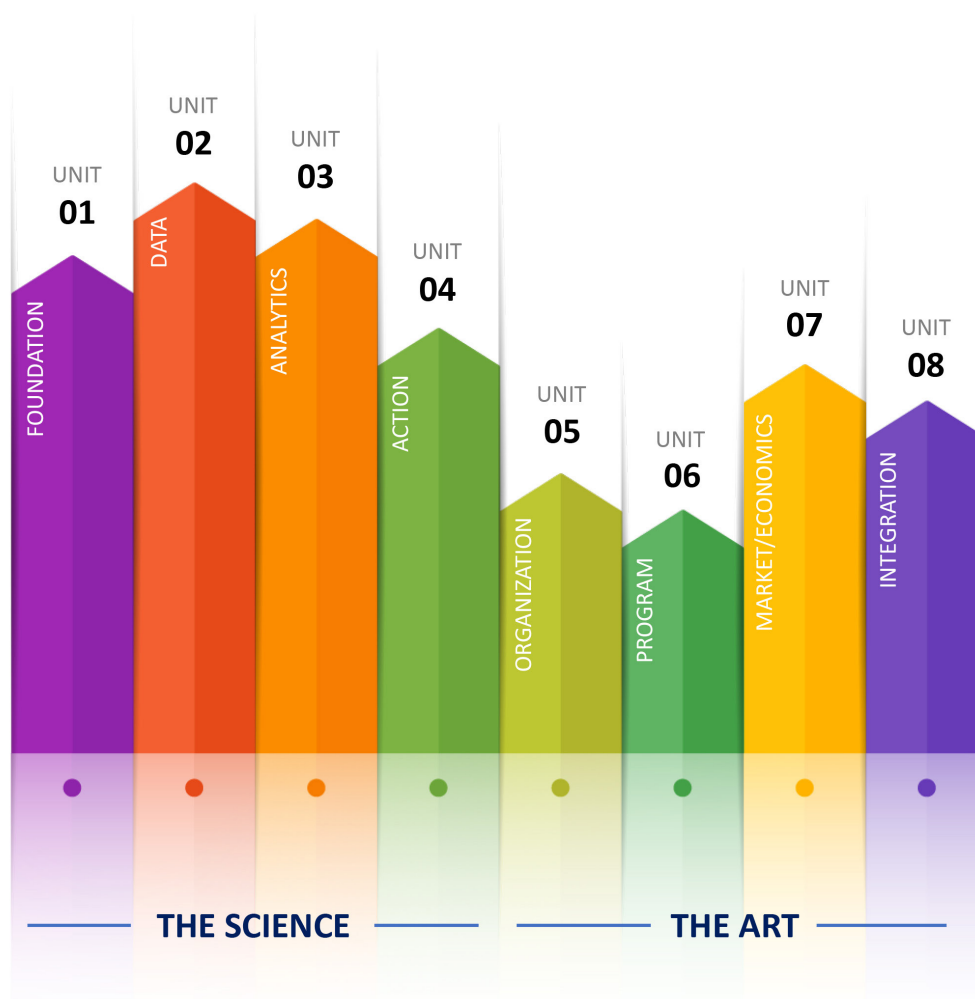
- Synthesize the root causes of success and failure in NPS initiatives
- Understand the dynamic that creates vicious and virtuous cycles of program performance
- Learn the different levels of organizational maturity and NPS capabilities and how to plan around building long term program success



# Curriculum

## WHAT TO EXPECT

The Net Promoter Masterclass is unapologetically front-loaded. We know that for many participants, the science of NPS can be heavy lifting, but we also believe it's a foundation for the softer skills to come. Not all the sections require the same time commitment. You hit the "downhill" section of the program about halfway through. Crack the early modules on data and analytics, and it's plain sailing. Now, doesn't that sound better? Get the skills and get back to putting them to work.





# The Online Experience



# Blending Learning

## On Location, Online and Ongoing

- Bite-size chunks allowing you to deep dive with audiovisuals.
- Multi-device support. Rotate, tap, pinch, zoom and avoid disruption.
- Intuitive step-by-step exercises put your learning into action.
- Periodic quizzes assess understanding with helpful hints as you progress.
- Invitations to 1:1 or 1:many virtual Q&A sessions available throughout the year.
- Related services we offer to support the continued success of your program beyond the classroom.



# Testing

After seeing literally thousands of NPS Certification tests taken, we learnt something important, but perhaps obvious.

## **People hate tests.**

So we completely re-imagined test taking in the new NPS Masterclass.

Our testing philosophy is simple: we use Pop Quizzes to reinforce learning, which is, after all, the entire point of the Masterclass! Each quiz section is a time efficient set of short questions you take online, right at the end of the Unit while the ideas are still fresh. You get instant feedback, and the chance to re-take immediately if you made any errors.

Now, doesn't that sound better? Get the skills and get back to putting them to work.



# Certification

You put the effort in, you deserve the acknowledgement.

Certification in the NPS Masterclass Leadership program puts you in great company, with more than 6,000 other professionals globally who have completed NPS certification. At the completion of the Masterclass, you get your official certification and we are unashamedly old school about it. We mail you a real certification. On real paper! It's just not the same without something to hang in the cube.

Of course, we have the logo for LinkedIn and your emails as well. We are ambidextrous, digital and analog....



# Expert Support

The Net Promoter MasterClass Program is being hosted in select locations globally. This is your opportunity to learn from the experts themselves - including the chance to hear about powerful new approaches directly from Richard Owen and his team. You'll discuss concepts with the business leaders who literally wrote the book on the Net Promoter Score program.

But if you can't make it, within the Program Leadership Toolkit you will have direct access to the same team that built and teaches the program. Within our expert moderated forum dubbed the "Q&A Huddle", you can chose to seek advice provided by our panel of subject matter experts or peers... a complimentary feature exclusively available only on **[www.netpromotermasterclass.com](http://www.netpromotermasterclass.com)**.



# Richard Owen

## Founder

Nobody has been more instrumental in the success of NPS. Richard's team developed the Net Promoter Score in a joint project with Bain & Company, but its success as a complete methodology took 10 years of thought leadership.

After the publication of *Answering the Ultimate Question* written jointly with Dr Laura Brooks, Richard pioneered the creation of NPS certification which now counts over 5,000 companies as advocates. He founded the Net Promoter Conference series that attracted thousands of customers over 20 major global events and hundreds of customer case studies of success.

And now, Richard and his team at OWEN CX have re-written the methodology from the ground up for a digital age. To provide a contemporary approach to creating NPS program success.

YOUR STORY **BEGINS**

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