How to use the

Net Promoter Score to grow your agency

Everything you need to know

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Learn more about your clients.

Implementing the Net Promoter Score (NPS)* in your agency is a great way to learn more about your clients.

Oftentimes, people won't be completely truthful face-to-face or even over the phone.

The NPS survey gives clients an opportunity to provide honest feedback over email and text without feeling put on the spot.

You can also gain a better understanding of your entire book of business by sending NPS surveys, since they're easily automated and sent every 6 months.

Normally, collecting feedback from all your clients would be a full-time job in itself.

Uncover important trends.

The NPS is the best way to uncover important trends about your agency through client feedback.

For example:

- ❓ Who your clients think your best and worst employees are

- ❓ Which of your insurance carriers have the most loyal clients

- ❓ What policies are most and least popular with clients and why

- ❓ What aspects of your customer service are popular or need improvement

Studying these trends will show you where you are excelling and where there is still room for improvement within your agency.

Discover unhappy clients.

One of the best reasons to use the NPS is its ability to uncover unhappy clients, also known as "detractors."

On average, 10% of an agency's client base is made up of detractors that are likely to leave at renewal.

By finding these detractors with the NPS the agency will more than double the chances of retaining them over the next two years.

Don't just take our word for it, the founders of NPS, Bain & Company, found that a 5% increase in retention produces more than a 25% increase in profit.

Monitor agency performance.

The NPS helps grow your agency by providing you an easy and continuous way to monitor client loyalty.

Unlike client satisfaction, there's a direct link between client loyalty and actual behavior, because loyal clients stay longer, buy more and refer their friends.

This is why monitoring your performance is key to growth.

It's a straightforward way to see if you are increasing client loyalty and retention or going backwards.

You can also monitor your performance against other agencies or industry benchmarks to further see how you're performing.

Collect testimonials.

The Net Promoter Score provides you useful information itself, but it is when it is used as a steppingstone to immediate action from your clients that it becomes a tool for growth.

Over half of clients that respond to an NPS survey will also provide your agency with a written testimonial.

This leads to hundreds or even thousands of testimonials that can be streamed directly to your website.

Testimonials help to:

- ✅ Provide social proof that prospects and customers need to make a buying decision

- ✅ Increase retention because clients that publicly endorse your agency want to remain consistent

- ✅ Increase in employee morale with a steady stream of positive feedback from clients

Make client loyalty a focus internally.

When client loyalty becomes the center of an agency's strategy, your book of business grows. So how exactly do you make client loyalty a focus?

Start with these ideas:

- ✅ Celebrate the agent with the highest NPS at the end of each month

- ✅ Set a companywide NPS goal and keep everyone up-to-date on progress

- ✅ Share testimonials and pat agents on the back when they're mentioned specifically

- ✅ Make each agent's NPS part of their evaluation and reward progress over time

*Net Promoter, Net Promoter System, Net Promoter Score, NPS and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

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