

# Promoter Index

## Service/solution

As a manager, do you spend your entire day dealing with problems and accidents? Does your work involve only negative complaints and do you never get a chance to praise your colleagues? If the answer to any of these questions is yes, then start using Promoter Index. Ask your customers and you will be surprised how many of them are happy with your service and how much good feedback you can pass on to your co-workers.

Promoter Index is a web-based service for asking for feedback regarding service.

Promoter Index is based on the fact that people recommend only those services that they are sure are good. The logic is that if you provide good service then people will recommend you to their friends and colleagues and they will, as a result, become your customers.

In its survey, the organization asks its customers the following questions:

- "What is the probability of you recommending us to your friends or colleagues?"
- "Why?"

The answers to these questions provide the organization with two benefits:

- Current information on issues that must be improved (not a quarter later as with traditional customer surveys).
- An index showing you how good your service is and what the trend is.

The solution interface is in English, Russian and Estonian. Feedback can also be collected in Latvian, Lithuanian and Finnish. We are interested in finding small consultancy or training companies as partners. For our partners, the Promoter Index methodology and IT system are attractive options for their potential customers – to get new leads and new customers.

For resale abroad, we need partners who train users. We also organize seminars with our partners and key customers. These usually provide dozens of new leads for both our partners and us.

## Benefits

For your clients, it is easy to provide feedback: there are only two questions. You don't annoy your clients with dozens of questions that lead to complicated and useless analysis.

The feedback indicates the most important issues you must deal with: the most important benefits and the most important drawbacks that your clients see in your service.

## References

December 2009 - feedback was requested from 18,870 customers. We partnered with IMG Koolitus, whom we offered Promoter Index and consultation in a bundle. We were interested in finding other partners in different countries. We have more than five active corporate customers in various sectors:

- Elion Enterprises (Telecommunications)
- Living.ee (e-retailer)
- KindlustusEST (online insurance broker)
- Other customers from the manufacturing, accountant, IT services, sales, food production and energy sectors.

In 2010, the Promoter Index system will be used as the primary system for the national Good Service campaign (heateenindus.ee).

## History, Facts and Future Development

- January 2009 – concept developed
- December 2009 - feedback requested from 18,870 customers.
- December 2010 – a goal of 100,000 feedback responses.

## Technologies

Microsoft .NET and Microsoft SQL Server 2008.

## Budget and Price

The project team has five members. Costs: their working hours (about 100 hours per year). Direct costs: approximately 500 EUR.

## MicroLink

### Project team member contacts:

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### Republic of Estonia

Population – 1,34 million

Area – 45,228 km<sup>2</sup>

