

Satmetrix Releases 2008 B2B Cross-Cultural Net Promoter® Benchmark Reports for the EMEA Region

Submitted by: Onva Consulting

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Report Highlights Regional differences in Net Promoter Scores and the Key Drivers of Loyalty for B2B customers across Europe, Middle East and Africa

London, UK — May 13th, 2009 — Satmetrix, the Net Promoter® company and leader in customer experience programmes, has released its 2008 B2B Cross-Cultural Net Promoter Benchmarks (<http://www.satmetrix.com/satmetrix/resources.php?page=7>) report for the EMEA region.

This Satmetrix benchmark report was developed to help business-to-business (B2B) companies benchmark their Net Promoter Scores and customer experience performance across different countries in Europe, the Middle East and Africa (EMEA). The report is compiled from a global benchmark database including web-based customer relationship survey results from 28 leading B2B companies in the Computer Hardware, Computer Software, Consulting, Telecommunications and Manufacturing industries.

A company's Net Promoter Score (<http://www.satmetrix.com/satmetrix/netpromoter.php?page=1>) (NPS) is based on customers' likelihood to recommend the company's product or service, on a scale from 0 to 10. NPS is calculated as the percentage of customers who are Promoters (9-10 on the scale), minus the percentage who are Detractors (0-6). In the study, business customers answered the question of likelihood to recommend and rated each company on eight aspects of customer experience including Value/ROI, account management, ease of doing business and product reliability, allowing Satmetrix to analyse drivers of loyalty and performance gaps for each region and country.

The reports provide insight into the range of scores in each country for both the Net Promoter Scores and the key satisfaction drivers of customer loyalty. This insight enables organisations to effectively map the terrain of cultural survey response bias from culture to culture. Customer loyalty experts can customize analysis for organisations by providing "within-country" comparisons of their scores to the benchmark average to understand how that organisation is performing relative to other large, leading B2B organisations. The benchmarks can also be leveraged to set country level customer loyalty performance targets based on average and "Best-In-Class" scores in that region and to better understand the loyalty drivers to improve their performance.

"As more organisations continue to increase focus on delivering a superior customer experience this data will help benchmark their performance and understand the impact of cultural bias when evaluating across regions." said Martin Green (<http://www.satmetrix.com/satmetrix/corporate.php?page=2#Green>), Vice President EMEA at Satmetrix. "Organisations want to know not only how to evaluate their own Net Promoter Score, but how to improve it. These reports give companies the power to better understand the cultural and behavioural tendencies and focus their efforts where they'll have the greatest impact."

Highlights from the benchmark report include:

- When compared to other regional benchmarks conducted across North America, Latin America and Asia

Pacific, EMEA's average Net Promoter Score is lower than the Americas but not statistically different to APAC.

- Israel has the highest average country Net Promoter Score in the EMEA region. Average Net Promoter Scores in the Western European countries tend to be negative but are nonetheless represented by a wide range of scores.
- One Nordic country exhibits the lowest score in the EMEA region. In fact, that country not only exhibits the lowest score in the region but is among the lowest scores across the globe.
- Overall key driver analysis results indicate that satisfaction with Account Management is the single most important determinant of the likelihood that European B2B customers will recommend a company, with the exception of customers in Russia/Eastern Europe. Customers in that region hold Value/ROI to be the most important determinant of their likelihood to recommend.

"Net Promoter plays an ever-increasing role in driving organisational strategy with some of the world's leading companies. Understanding the impact of cultural bias is critical to providing a valid framework for the analysis of NPS across regions" said Laura Brooks, VP of Research and Consulting at Satmetrix.

The report is available for purchase for \$2995 on www.satmetrix.com (<http://www.satmetrix.com/satmetrix/resources.php?page=215>) or www.netpromoter.com (<http://www.netpromoter.com>). Delegates at the Net Promoter Conference in London on June 4-5 can receive a 20% discount.

About Satmetrix

Satmetrix, the Net Promoter Company, delivers customer experience programmes that increase retention, repurchase and referrals. We are the only company to combine innovative technology and proven expertise to mobilise organisations to act on customer feedback at every touch point. While most programmes focus on measuring satisfaction, Satmetrix focuses on creating loyal customers by delivering real-time customer feedback to every employee, developing business processes that create a differentiated customer experience, and identifying key areas for improvement. Some of Satmetrix global clients include Experian, Orange Business Services, Symantec and Virgin Media.

In addition to more than 700 enterprise deployments in 40 languages, we offer a range of services for Net Promoter professionals and maintain the online community www.netpromoter.com. For more information, visit www.satmetrix.com, or call 1-888-800-2313 in the US or +44 (0) 845-371-1040 in Europe.

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