



Mobile Market Development

How Chasing Net Promotor Score (NPS) is Hastening Telco Decline

Program: NextGen Strategies

Price: 500.00 EUR

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Description: Telcos seem hooked on improving their NPS numbers as a means to demonstrate they are improving their game and growing support (and loyalty) in the base. They compete to demonstrate how their number has moved in their annual reports (with some often unbelievable, and at least inconsistent, numbers). Not one of the observed approaches demonstrates a full appreciation of the benefits understanding promoters can bring, and all are driven by their NPS approach to placing the focus in exactly the wrong area, leading directly to value erosion and commoditisation.