



The Ultimate Question: Driving Good Profits and True Growth

By Frederick F Reichheld, Fred Reichheld

Franklin Covey on Brilliance Audio, United States, 2014. CD-Audio. Book Condition: New. Unabridged. 170 x 135 mm. Language: English . Brand New. CEOs regularly announce ambitious growth targets, then fail to achieve them. The reason? Too many companies are addicted to bad profits. These corporate steroids boost short-term earnings but burn out the employees and alienate customers. They undermine growth by creating legions of detractors customers who sully the firm's reputation and switch to competitors at the earliest opportunity. Now loyalty expert Fred Reichheld shows how to reverse the equation, turning customers into promoters who generate good profits and true, sustainable growth. The key: one simple question Would you recommend us to a friend? that allows companies to track promoters and detractors and produces a clear measure of an organization's performance in its customers eyes. Analysis shows that on average, increasing the Net Promoter Score (NPS) by a dozen points versus competitors can double a company's growth rate. While easy to grasp, this metric represents a radical change in the way companies manage customer relationships and organize for growth. Rather than relying on notoriously ineffective customer satisfaction surveys, companies can use NPS to measure customer relationships as...



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