

**PARIS** TRUDEAU  
M A R K E T I N G   G R O U P

# “Vendor C”

Sampling of Customer Experience  
Research



# Net Promoter Score

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Measures willingness  
to recommend

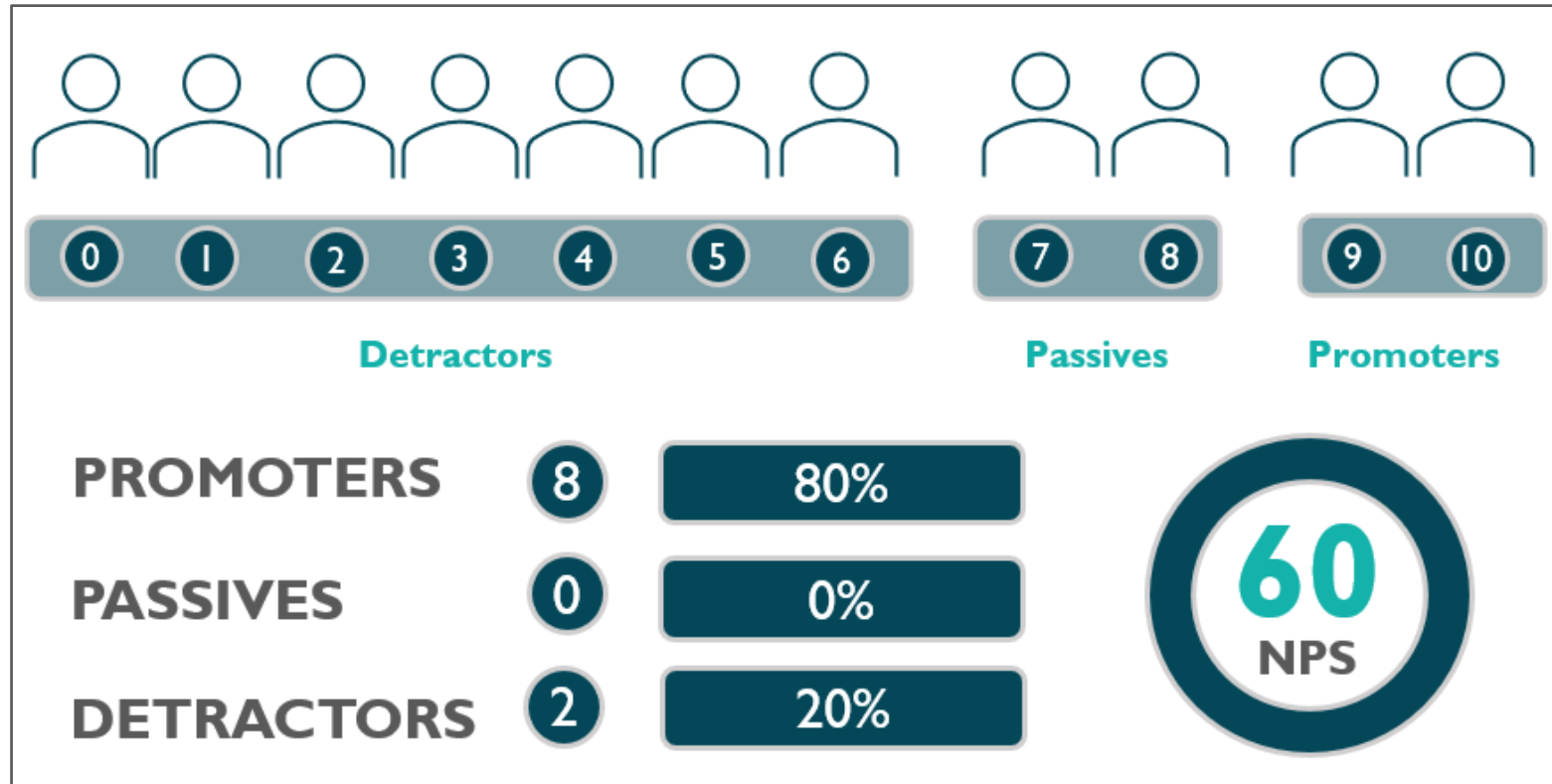
Gauges overall  
customer satisfaction

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How likely is it that you would  
recommend this company  
to a friend or business owner?

Scale 0 to 10

# Net Promoter Score



## NPS Analysis



# Corporate Identity

**Strong brand  
perception**

**90%**

Have positive view of  
vendor as a professional  
and trustworthy brand  
name

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**Common  
descriptors**

Professional  
Reliable  
Trustworthy  
Integrity

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**Longtime  
fans**

**80%**

Have been fans of the  
company for years

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# Price

**70%**

**Included price in  
selection criteria...but  
many said it was a  
secondary factor**

**90%**

**Didn't price shop**

**100%**

**Satisfied with  
price value**

# Selection decision

## Factors that led to purchase decision

Effectiveness / accuracy	<b>90%</b>
Price	<b>70%</b>
Ease of use and implementation	<b>90%</b>
Customer support	<b>0%</b>
Previous experience with product	<b>70%</b>
Company reputation	<b>90%</b>
Recommendation front another person	<b>40%</b>

Effectiveness

Ease of use

Reputation

Leading factors

# Thank you.

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