

## ULTIMATE QUESTION 20



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### **The Ultimate Question 2 0 Revised and Expanded Edition**

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### **The Ultimate Question**

The Ultimate Question then suggests the following methodology to analyze the results: 9-10 These are your "Promoters" or your "Idea Merchants" - Very satisfied and will trumpet your product or service any chance they get. Users who actively market your product by getting behind it.

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### **The Ultimate Question 2 0 Summary Fred Reichheld**

About the Author. Bain & Company partner and fellow Fred Reichheld's books include The Loyalty Effect, Loyalty Rules! and The Ultimate Question. Rob Markey, also a Bain partner, leads the firm's Customer Strategy and Marketing practice and heads its Net Promoter Score Loyalty Forum.

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### **The Ultimate Question 2 0 Revised and Expanded Edition**

Publication Date: September 20, 2011. Practical and insightful, "The Ultimate Question 2.0" provides a blueprint for long-term growth and success. Product #: 10618-HBK-ENG.

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### **The Ultimate Question 2 0 Net Promoter**

"The Ultimate Question 2.0" Fred Reichheld, with Bain colleague Rob Markey, explains how practitioners have built Net Promoter System into a full-fledged management system that drives extraordinary financial and competitive results.

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### **The Ultimate Question by Fred Reichheld**

Now, loyalty expert Fred Reichheld's most recent book, The Ultimate Question, offers the missing link of the metrics that hold employees accountable to generate loyal customers. The key: elevating customer metrics to the same level of rigor and importance as financial metrics like revenue growth or return on equity.

<http://ebookslibrary.club/download/The-Ultimate-Question-by-Fred-Reichheld.pdf>

### **The Ultimate 20 Questions Challenge**

Hey guys, a lot of you requested IRL videos, so I will do them every Saturday! Here's the first thing we did - 20 questions with a twist! Have suggestions for next week? Leave a comment! Me and

<http://ebookslibrary.club/download/The-Ultimate-20-Questions-Challenge-.pdf>

### **The Ultimate Question 2 0 Revised and Expanded Edition**

The "ultimate questions" in customer satisfaction is this: "would you recommend us to a friend?" The scale is 0 to 10, where the customers who tick in 9 or 10 are called promoters, the once who give 7 and 8 are called passives and the ones giving a score of 6 or below are called detractors.

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