

XP - Inside XP on YouTube

Customer experience

This company sector was created to comprehend, adapt and improve the customer experience from end-to-end. Plus, Guilherme Benchimol emphasizes that his main goal at XP is the so called NPS.

NPS stands for **Net Promoter Score**. It's based on the customer's opinion about the company and the chances this same customer recommends XP's service for a friend or parent.

In 2016, XP had 47 NPS points. After removing TED, custody and maintenance rates in 2016, improving XP's site in 2017 and releasing its new app in 2018, XP surpassed 70 NPS points in 2019.

It must be emphasized that all these changes were made based on customer's experience, bringing them to test new functionalities, getting feedback and taking them into account. Now, it should be remembered that XP's app has one the best evaluations in the app store market.

After that, Guilherme Benchimol remarked he decided to be more active online in a way he could receive the customer's feedback more directly. Thus, as a present leader, he got to know precisely the customer's needs and vividly get their feedback.

In the end, Giovanna Garbelini and Etrus Neto talked about the company's intention of disseminating its culture, values and principles behind the XP's physical structure. Finally, Alice Ferraz commented about the handwritten letters written by the XP's team specially to the oldest clients in a 2019 event, which stress the so mentioned relevance of the eye to eye contact with the client seen in the company.

Source:  [#PorDentroDaXP - A experiência do cliente](#)

Summarized by Victor Yuri Tavares de Camargo