

Welcome to Net Promoter Score (NPS) Dashboard

What is Net Promoter Score (NPS) ?

Why, What, How, When, Closing-the-Loop Process

Wheel of Smile, Recommendation Drives for Purchase and Service

NPS Methodology

CUSTOMER
RECOMMENDATION
Making Customers Smile



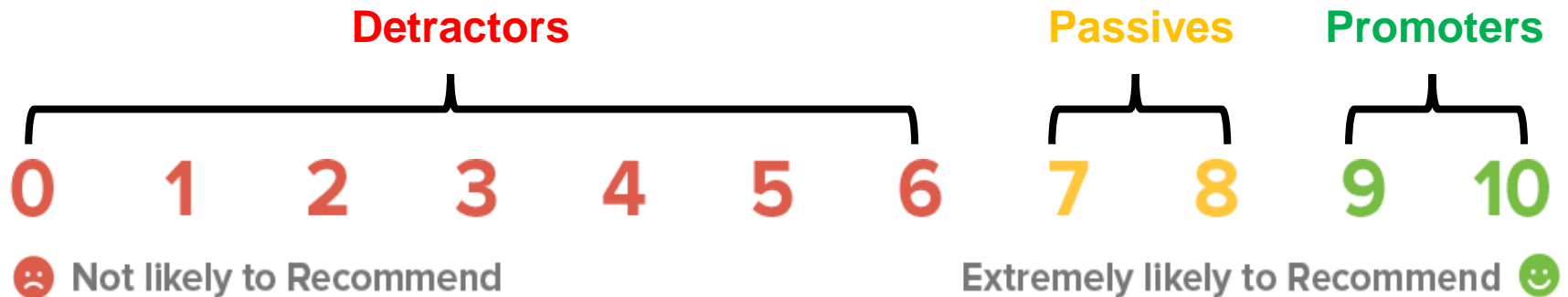
What is Net Promoter Score (NPS)?

The Net Promoter Score is an index ranging from 0 to 10 that measures the willingness of guest to recommend a company's products or services to others. It is used as a proxy for gauging the customer's overall satisfaction with a company's product or service and the guest's loyalty to the brand. By asking the below question:

"Based upon your recent visit to the center, how likely is it that you would recommend Abdul Latif Jameel Co. to your friends, family and colleagues?"

What is the prime reason behind the score you just gave to us?"

Score Calculation:



$$\text{NPS} = \% \text{ 😊 } - \% \text{ 😞 }$$

Why, What, How, When And Closing-the-loop Process

New Customer Care Philosophy

Satisfaction (GDI)



Canalized
Focus on «How»



CATI
Only Customers



Epidemic Approach



Rational

Satisfaction is
the standard requirement

Recommendation (NPS)



Real
Focus on «Why»



CATI, F2F,
E-mail, E-Platforms

Customers, Prospects,
Lost Customers



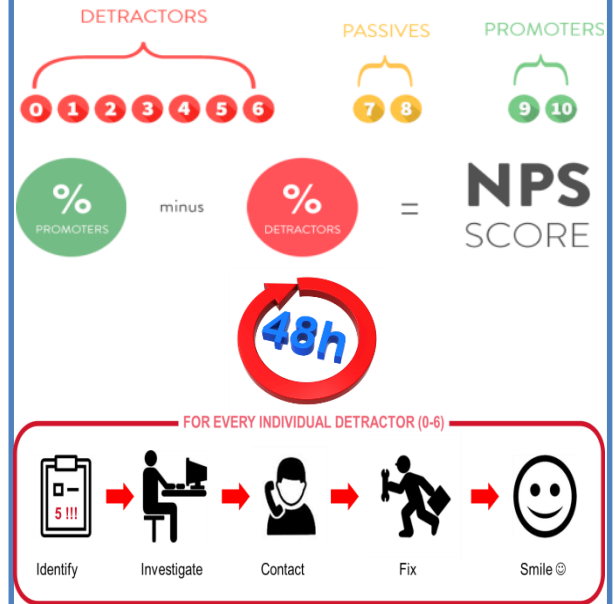
Preventive
Proactive
Addictive
Customized



Emotional
Recommendation is
personal

CUSTOMER RECOMMENDATION *Making Customers Smile*

Closing the Loop

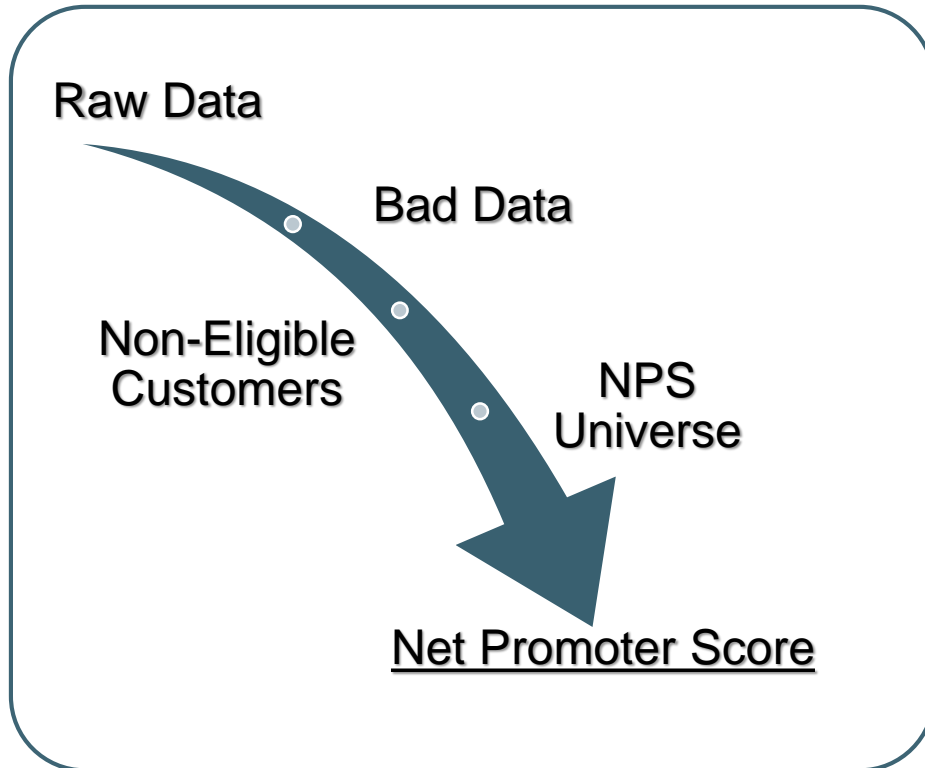


New
Script

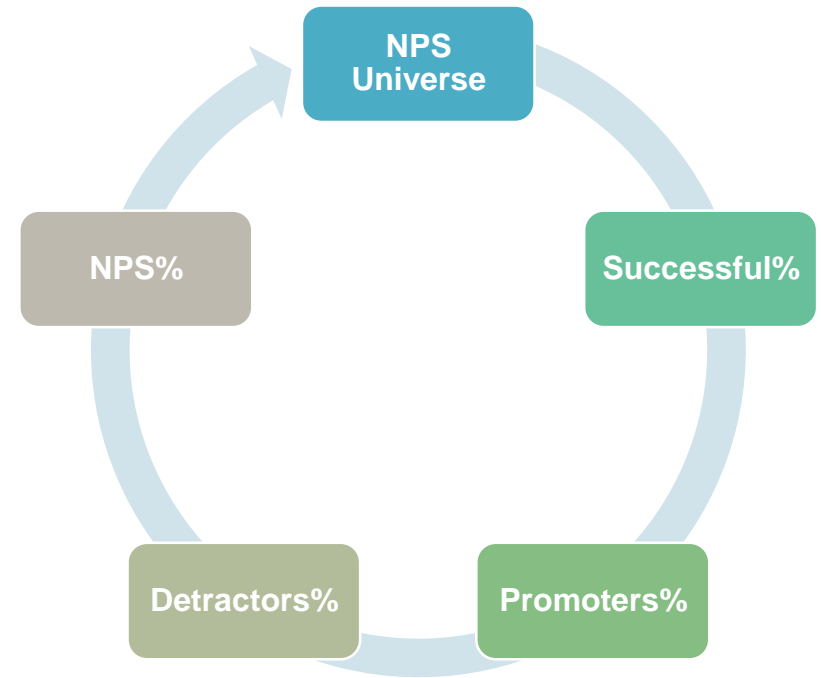
- Q 1. Based upon your recent visit to the dealership, how likely is it that you would recommend your Toyota dealer to your family, friends or colleagues?
- Q 2. Please let us know why you gave that score
- Q 3. And finally; if there were one thing you would like us to improve, what would that be?

START

on January 1st !



DATA UNIVERSE DEFINITION



CALCULATION METHODOLOGY:

$$\text{NPS\%} = \text{PROMOTERS\%} - \text{DETRACTORS\%}$$

NPS Main Questions

Q1. Based upon your recent visit to ALJ how likely is it that you would recommend ALJ to your family, friends or colleagues?

Q2. Please let us know why you gave that score.

Q3. Was the service staff able to fix your car the first time?

CUSTOMER
RECOMMENDATION
Making Customers Smile



Abdul Latif Jameel
MOTORS 

NPS Driver Questions to Specify the reason of Detractors

D1. I was contacted proactively at the right moment when my car needed service.

D2. Booking a service appointment was convenient.

D3. Service Advisor attended me on time.

D4. While I was at the center to service my car, I felt treated as a valued guest. Service Advisor was patient and attentive.

D5. When my car went into service, I understood what the state of my car was and what needed to be done.

D6. I knew exactly what the cost would be, and the amount on the invoice matched.

CUSTOMER
RECOMMENDATION
Making Customers Smile



CLOSED LOOP

Abdul Latif Jameel
MOTORS



NPS Driver Questions to Specify the reason of Detractors

D7. During servicing, I was updated about the status of my car.

D8. Waiting at the center was pleasant.

D9. I picked up my car after service at the time and in the conditions as agreed upon.

D10. Was the repair duration acceptable?

D11. After I picked up my car, the center checked with me if everything was ok.

CUSTOMER
RECOMMENDATION
Making Customers Smile



Abdul Latif Jameel
MOTORS



Thank You

Important Notice:

The term “Abdul Latif Jameel” refers broadly to several distinct, separate and independent legal entities. Abdul Latif Jameel is not itself a corporate entity, association or conglomerate run by an overarching parent company but this term merely refers to a group of distinct and wholly separate legal entities that are collectively referred to as Abdul Latif Jameel. Abdul Latif Jameel is not a corporate group as defined in section 1161(5) of the UK Companies Act 2006.