FROM CUSTOMER SATISFACTION TO BUSINESS GROWTH
Savage Consulting is a Business Management Consulting Firm, helping businesses to transform and grow.

We bring our cross-functional expertise to create value and improve business performance.
CARLO ARTANA

An expert at the strategic planning process, meeting customer service goals, finance and business strategy, both in US and EU travel retail and airport industries. Visionary in the creation and execution of customer-centric business plans. He’s equally passionate, analytical, and decisive. He uses his vast knowledge of financial analysis and budget planning to transform businesses and help them to grow.

EUGENE NOLAN

A passionate customer experience advocate and innovator with Caribbean wide expertise in operations management, finance operations, and business development. He helps develop growth strategies and financial projections that will build brand loyalty, grow profit margins, and enhance efficiency. He takes the frustration out of the technical aspects of business planning.
Like a good doctor, Savage Consulting addresses your unique pain points. Whether it's turning your idea into a startup, transforming or selling your existing company, we can offer key recommendations and solutions.

We condition your business strategy to get it healthy and on its feet. Our approach is unique, personal, and fluid. This is how we take care of your individual needs.
FROM CUSTOMER SATISFACTION TO BUSINESS GROWTH
WHY CUSTOMER EXPERIENCE MATTERS

• Evaluate Customer Experience and measure Customer Satisfaction
• Net Promoter Score (NPS) – What is all about
• Engaging with your Customers
• Keeping up the momentum
BUSINESS GROWTH

• Promoting your customer-centric view
• Understand market and customer’s needs
• Measure yourself vs the competition
• Products and/or services your customers want
• Defining the right pricing strategy
• Are you digitally ready?
• Effective sales and marketing
• Measure, measure, measure!
YOU GET THE CUSTOMERS YOU DESERVE.
Linking employee and customer engagement to business performance

- Happy employees
- Happy customers
- Lower churn
- More revenues

- Employee engagement
- Customer satisfaction
- Customer churn
- Business growth
DIFFERENT METHODOLOGIES

- Surveys
- Focus groups
- Mystery shopping
- 1-to-1 interview
- Instant feedback (🙁😊😄)
Net Promoter Score®, or NPS, measures customer experience and predicts business growth.

This proven metric transformed the business world and now provides the core measurement for customer experience management programs the world round.
"How likely is it that you would recommend [organization/product] to a friend or colleague?"

**Detractors aka the threat**
- Rate you from 0 to 6
- Require proactive outreach to mitigate brand damage
- Are not particularly satisfied by your product or service

**Passives aka the uncommitted**
- Rate you from 7 to 8
- Are susceptible to competitive offering
- Are left out of the NPS calculation

**Promoters aka your fans**
- Rate you from 9 to 10
- Are loyal and likely to repurchase from you
- Fuel viral growth through word of mouth
NPS = %ennifer - %elope
A SIMPLE CALCULATION - EXAMPLE

20% Promoter

47% Detractor

33% Passive
NPS BEST IN CLASS

CLIENT

-27

Promoter 33% 47% Passive Detractor

BENCHMARK

+39

56% 25% 17% Promoter Passive Detractor
7% NPS increase = 1% growth in revenue

London School of Economics study
INCREASE ENGAGEMENT

COMPREHENSIVE CRM

• Loyalty program
• E-mailings
• Personal promo
• Social Media offers
• Happy anniversary
LOYAL CUSTOMERS, THEY DON'T JUST COME BACK, THEY DON'T SIMPLY RECOMMEND YOU, THEY INSIST THAT THEIR FRIENDS DO BUSINESS WITH YOU.
DO NOT REST

• Adjust
• Improve
• Stay ahead of the game
• Track NPS
• Win new customers
A great Customer Experience is the **SUM** of all INTERACTIONS

DELIVER THE EXPERIENCES THE CUSTOMERS WANT
DIFFERENT METHODOLOGIES

- Surveys
- Focus groups
- Mystery shopping
- 1-to-1 interview
- Instant feedback (😢 😐 😊)
MEASURE YOUR COMPETITION

YOU

COMPETITION
ADJUST PRODUCTS/SERVICES
BASED ON WHAT CUSTOMERS NEED

How the customer explained it
How the team designed it
How the business consultant describe it
What the customer really needed
DONT FIND CUSTOMERS FOR YOUR PRODUCTS, FIND PRODUCTS FOR YOUR CUSTOMERS.
• Analyse your local competition pricing positioning
• Do a survey/focus group to understand what the customer is willing to pay
• Analyse pricing on some marketplace/ecommerce portal
• Choose your margin based on industry standard
• Laser sharp focus on your costs
• Arrive at the optimized price for value
• Test, test, test
Customers remember the service a lot longer than they remember the price.
SELL THROUGH MORE THAN ONE CHANNEL

- Physical store
- On-line presence
- Mobile responsiveness
- Advanced Social Media usage

61% of users are unlikely to return to a mobile site they had trouble accessing and 40% visit a competitor’s site instead

57% of users say they won’t recommend a business with a poorly-designed mobile site

Source: Google research

Source: socpub.com research
A COMPREHENSIVE PLAN WHICH INCLUDES:

- Target compensation
- Right staffing
- Effective marketing channels
- A bit of creativity
- Use of advanced Social Media tools
- Don't forget to measure ROI
KPI
KEY
PERFORMANCE
INDICATOR
NOT EVERYTHING THAT COUNTS CAN BE COUNTED, AND NOT EVERYTHING THAT CAN BE COUNTED COUNTS.
IF YOU CAN’T MEASURE IT, YOU CAN’T IMPROVE IT.
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CONTACT US FOR A FREE 45-MIN CONSULTATION

We'd love to help with recommendations that matter!

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