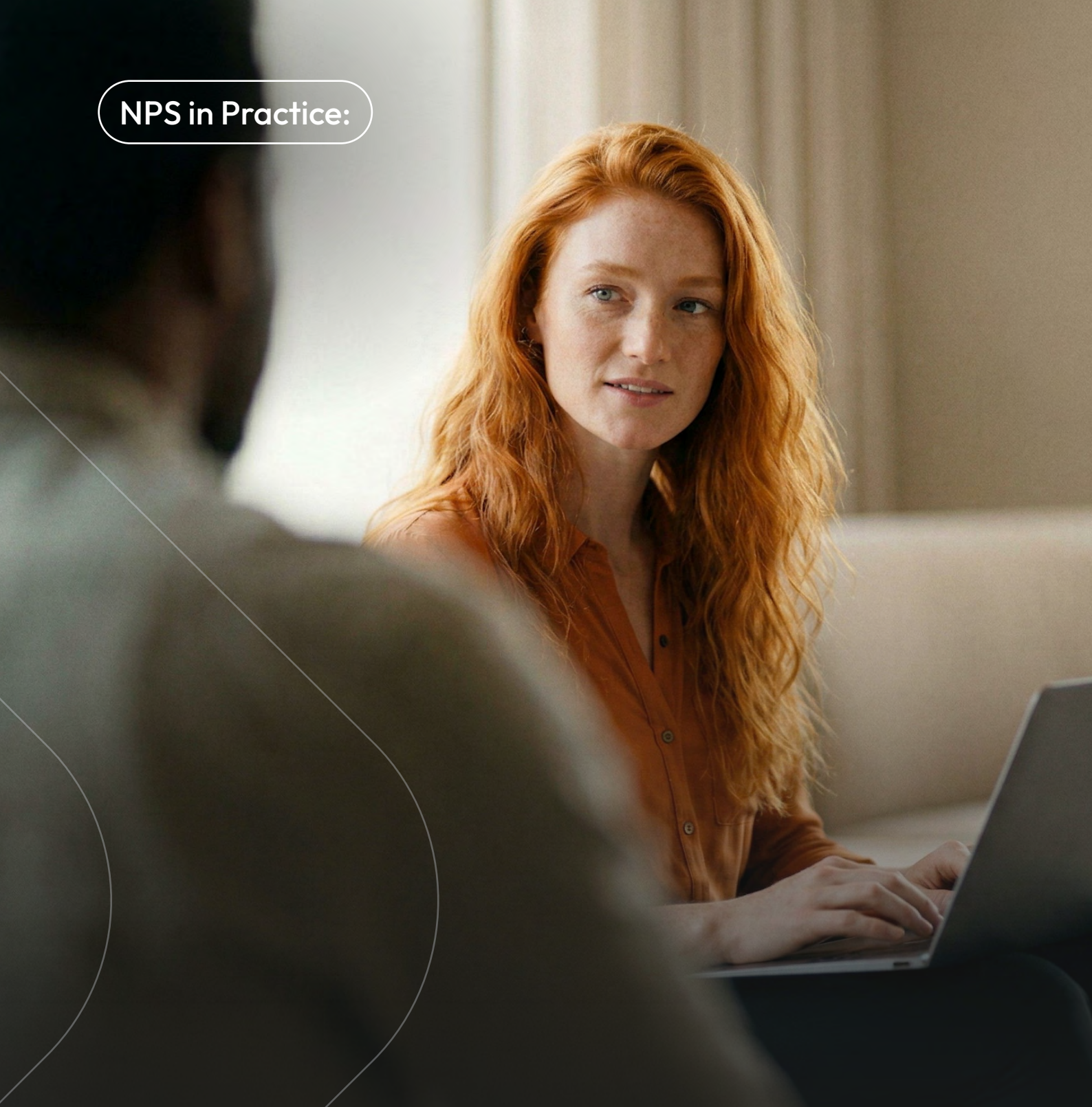
NPS in Practice:



A guide for B2C companies looking for deeper customer insight

Find out what your customers really think - before they leave

surveyxact

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NPS – and why it's relevant in B2C

When you ask your customers: "Would you recommend us to others?" the answer is more than a number.

Instead, you get a snapshot of their experience – and a better way to understand their passion and frustrations.

Net Promoter Score (NPS) is a simple way to measure the loyalty of the customers. However, relationships in B2C are often temporary, more emotion-driven and influenced by many small details. It is only when you listen to the reasons behind the responses that NPS becomes a valuable tool for improving the customer experience.

In this e-book, you will get a practical guide to how you can use NPS as a motivation for better service, stronger brand experiences and more customer loyalty.

We will show you how to get started with three concrete NPS models in SurveyXact:

Strategic relationship measurement
Focus areas
Overview

You will gain insight into how to activate your promoters, respond to criticism and build an organization that listens and acts – quickly and effectively.



Surveyxact —
We give you knowledge for change



6 reasons why NPS makes sense – for your bottom line too

Before diving deeper into NPS, here are six reasons why NPS deserves a permanent spot in your toolbox:

1

Honest insight into customer loyalty

Get a clear picture of how strong your customer relationships really are.

2

Spot problems before they cost you

A declining NPS score can be a sign of future churn or lost orders. You get a chance to act before it impacts the bottom line.

3

Concrete input for improvements

Customer feedback reveals the drivers of loyalty and disloyalty, inspiring improvements across delivery, support, product, and sales.

4

Document the effect of your initiatives

By measuring regularly, you can see whether your initiatives – such as new processes, improved onboarding, or support changes – actually impact customer loyalty.

5

A shared language around customer experience

NPS creates a common language across teams, making collaboration around customer priorities easier.

6

Activate your ambassadors

High-scoring customers are your strongest voices. Use them in testimonials and case studies where their recommendations build trust and credibility.

As you can see, NPS is more than just a number. It can create value on many levels and is a tool that can strengthen both the customer experience and your business – when used the right way.

And that leads us to the next question: What is a good NPS? And how can you evaluate your own results?

What is a high NPS?

There's no single answer to what constitutes a good NPS score. In B2C companies, a high NPS isn't a fixed figure - it depends on factors such as industry, target group, geography, and, not least, the type of survey.

As a general benchmark, our analyses show that a score below 20 places you in the lower half, while a score above 50 places you among the best.

Based on our surveys with more than 20,000 customer responses from international organizations with over 1,000 employees, the results look like this:



The average across many Nordic industries is a little lower than international benchmarks, as customers in the Nordics tend to give top scores (9–10) less frequently.

But do not let the score influence you too much. The same NPS can mean something very different depending on the context.

The most important thing is to understand why customers respond as they do – and what you can gain from it. That is a part of the follow-up process, and something we will look at more closely.

In SurveyXact, you can easily track development over time and segment by industry, customer types or markets - then you can assess your NPS in the right context.

Below 0:

Critical level – you should act quickly to avoid churn and negative reviews.

0–19:

Pay attention – there is room for improvement.

20–49:

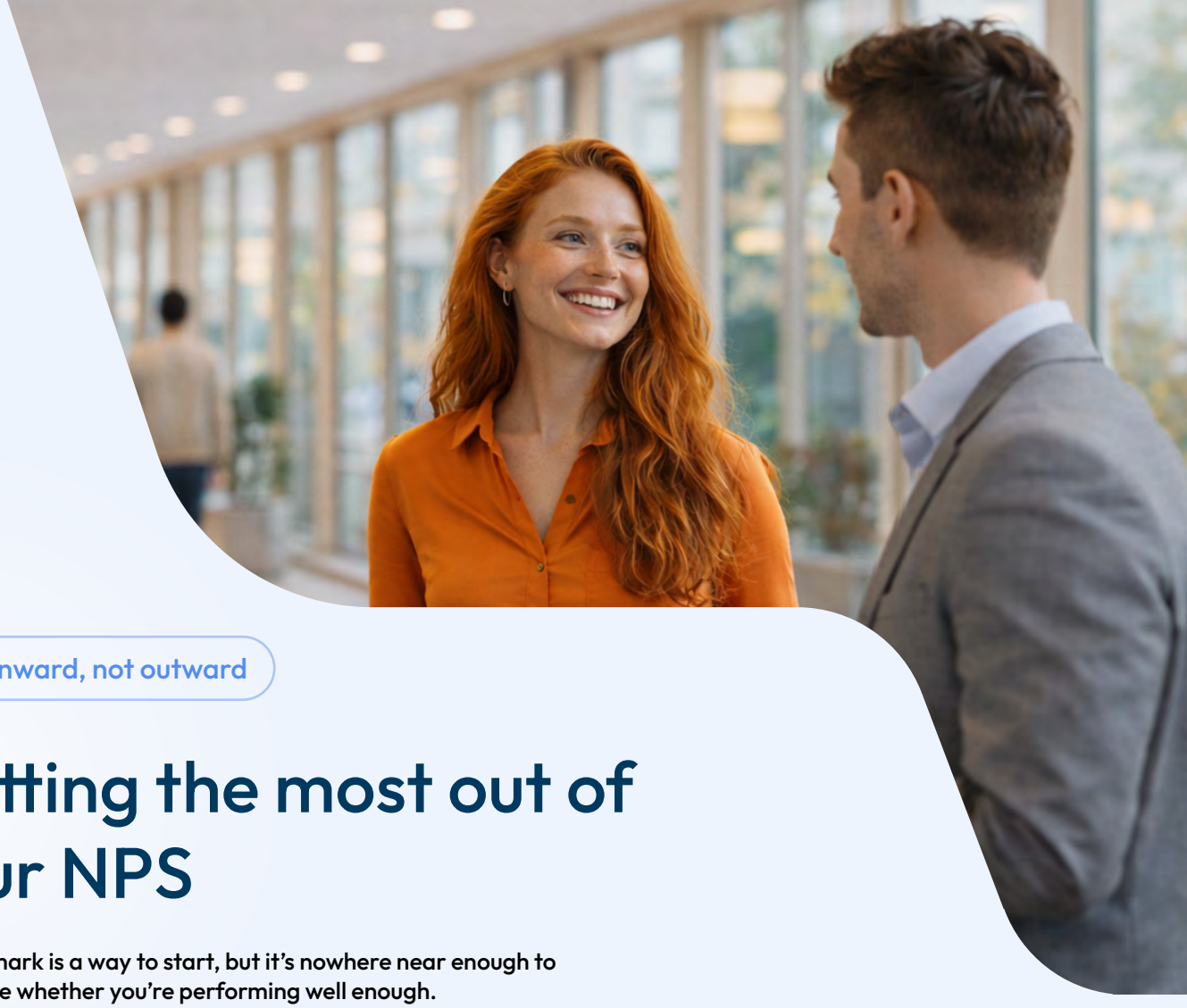
High – your customers are generally satisfied and loyal.

50+:

Top level – you have strong promoters who actively recommend you.

NPS scale: Respondents can answer on a scale from 0-10.

Next, it will be converted into a score by subtracting the percentage of detractors (0–6) from the percentage of promoters (9–10). The overall customer experience result ranges from -100 to 100.



Look inward, not outward

Getting the most out of your NPS

A benchmark is a way to start, but it's nowhere near enough to determine whether you're performing well enough.

You should do the following:

Compare your company with itself, its own history, and its development over time.
This often provides a deeper understanding than a single snapshot.

Look at the distribution of promoters, passives, and detractors – and the reasons behind them.
This shows where your relationships are strong, where they're under pressure, and why.

Consider the average score on the 0–10 scale.
It provides a simple and consistent picture of how customers rate you overall.

Listen, analyse, and assess the reasons behind the results
– and bring that feedback into your ongoing work to improve the customer experience.

In SurveyXact, you can track developments in real time, analyse the drivers of loyalty, and compare results across industries, segments, and markets. That way, NPS becomes a strategic tool – not just a number.

Compare your company to itself – your own history and development over time.
This often provides greater insight than a single snapshot.

From measurement to meaning

NPS as a strategic tool

When your final NPS results arrive, it can be tempting to let the numbers speak for themselves. But if you want to create real change – for your customers and your business – you need to use the measurement strategically.

Start by setting realistic goals and defining what you want to achieve with your NPS before you measure. Not just based on the wish for a high score, but on your industry, measurement method, and historical data.

Next, track progress over time. A single measurement can tell you something, but the real value lies in continuous tracking. That's when NPS becomes a strategic compass you can actually navigate by.

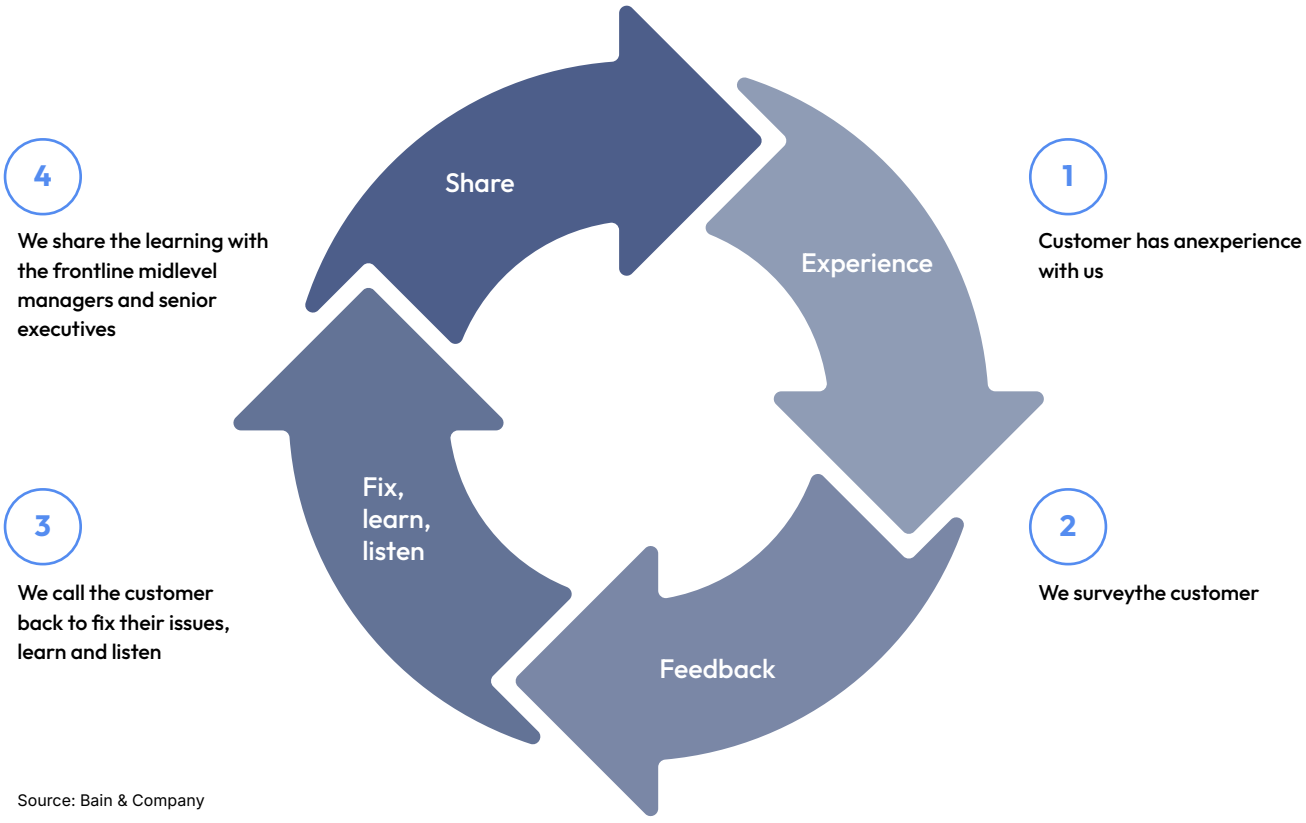
And then there are the reasons. The insights into what you're doing well and where you can improve. These should always be viewed alongside the quantitative score, and this is exactly where Rambøll's templates make it easy to connect the two.

Finally, respond quickly, especially to criticism. A closed-loop process ensures that you don't just register dissatisfaction, but act on it.

See NPS as an opportunity to get closer to your customers and act on what they're telling you.

And how do you do that in practice? That's exactly what we'll explore in the next section.

Closed-loop feedback



Source: Bain & Company

Three NPS templates in Surveyxact

Choose the one that creates the most value for you

Even though the NPS question is always the same – “How likely are you to recommend us to others?” – the way you frame it within a survey makes a big difference. It depends on:

- **Which supplementary questions you ask**
- **How deeply you want to explore the reasons behind loyalty**
- **How often you measure – and how you use the results afterwards**

That’s why we’ve developed three ready-made templates in SurveyXact, so you don’t have to start from scratch.

They’re based on more than 20 years of experience with B2B surveys and allow you to choose the NPS concept that best fits your needs.

Choose between three NPS concepts

1

Overview

When you simply want a quick temperature check that takes minimal time from your customers. Here, you only ask the NPS question and request a short explanation.

It’s ideal for tracking relationships continuously without burdening customers with long questionnaires.

2

Focus areas

When you want to quickly identify and prioritise the two to three most important areas for improvement. This concept combines NPS with an open comment field and simple categories that reveal your key strengths and opportunities.

It’s well-suited for annual or semi-annual relational surveys – but less demanding for customers to complete than a full strategic measurement.

3

Strategic relationship measurement

When you want to understand the customer relationship in depth and use NPS as a strategic compass. This template includes the NPS question, an open comment field, exploration of the underlying drivers of loyalty, and a deeper analysis of strengths and improvement areas.

It’s ideal for annual surveys where you need a solid foundation for decision-making.

How the templates help you

You don’t need any technical expertise or lengthy preparation to get started. Simply upload your respondents, select a template, and you’re ready to launch your survey.

You don’t need to build your question framework from scratch

You get built-in drivers, reporting tools, and closed-loop processes

You can choose exactly the approach that matches your customer relationships and internal resources

Whichever template you choose, SurveyXact guides you through the same five steps – from selecting respondents to following up on results.



Five steps

How NPS is done in SurveyXact

We've made it simple to run an NPS survey. Whether you choose Strategic Relationship Measurement, Focus Areas or Overview, SurveyXact guides you through the same clear, step-by-step process. You don't have to start from scratch. Each template combines carefully designed questions, expert knowledge, guides and best practice.

In short: our consultants' expertise is built directly into the platform, ensuring you ask the right questions and uncover the insights that deliver the greatest value.

Here's how to set up your NPS survey in SurveyXact in five straightforward steps:

1

Who do you want to survey?

Start by selecting the consumers you want feedback from – for example active customers, subscribers, recent buyers or users of a specific product.

You can easily upload a customer list directly in SurveyXact or integrate your CRM or e-commerce system. Add information such as age, purchase behaviour, channel or product category, so you can segment the results and prioritize efforts where they create the most value.

Remember to only collect feedback from customers with an existing customer relationship or other lawful basis and ensure that the sample is broad and representative, so the results provide an accurate picture of the customer experience.

2

Select and customise your questionnaire

All NPS templates in SurveyXact are built on the same simple foundation: one recommendation question, an open field for the customer's reasoning, and the option to add categories or follow-up questions that uncover strengths and areas for improvement.

Depending on the purpose, the questionnaire can be expanded with multiple choice questions or dynamic follow-ups that explore selected topics in depth.

You can easily customise wording, categories and order directly in the system, so the questionnaire fits your tone, products and level of measurement.

3

Customise your invitation and plan the distribution

The invitation is the first contact with the customer. Therefore, it should be brief, personal and mobile-friendly. In SurveyXact, you get ready-made templates for both email and SMS, which you can customise with your brand, sender and tone of voice. Clearly explain why feedback is important and how it will be used.

You can choose to send on a planned schedule to all or to selected customers, as a part of an annual follow-up process or trigger-based via integration.

Tip: Use a recognisable brand name and ideally your own domain as the sender – this increases credibility and the response rates.



4

Define follow-up and actions on responses

Private customers expect their feedback to be taken seriously. In SurveyXact, you get ready-made templates and automatic follow-up flows that you can simply activate or adapt to your needs.

Examples may include thank-you emails, automated notifications to internal teams with low scores, and dashboards and reports for sharing insights across the organisation.

We have templates and examples ready for it all: thank-you emails, notifications, reports and dashboards. Everything is plug-and-play but can be tailored to your own processes and tone of voice.

5

Choose how you want to view the results

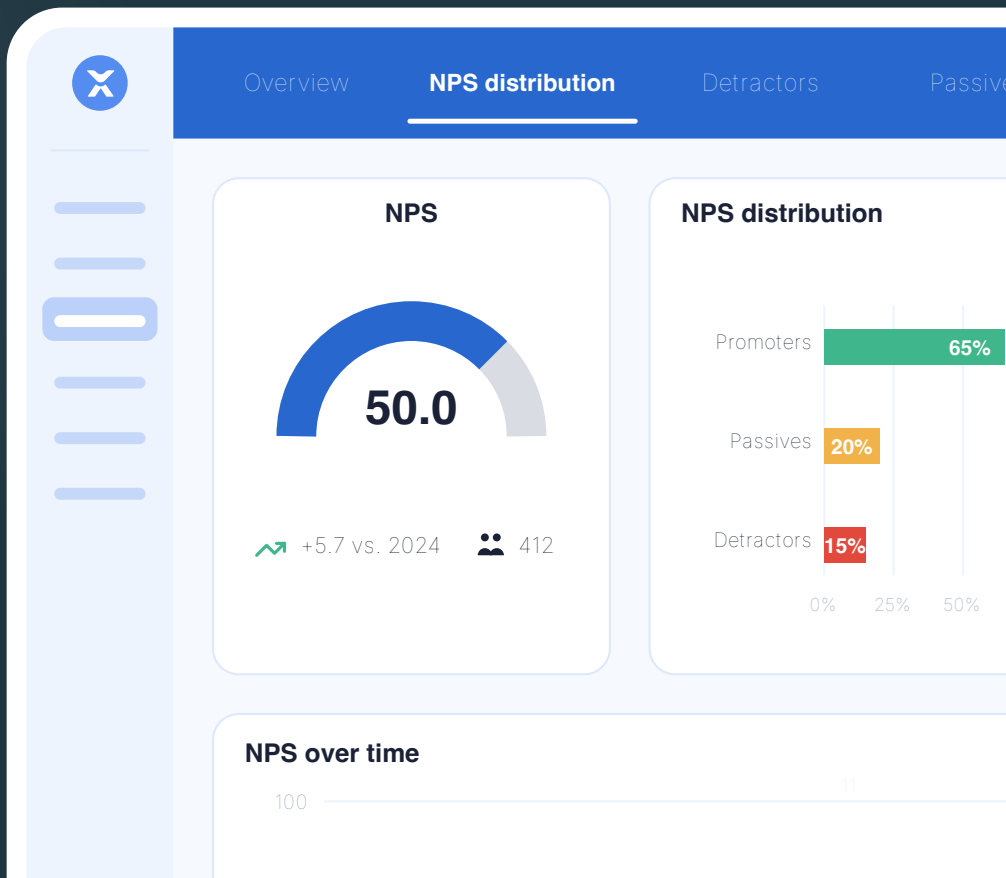
Results are available in SurveyXact as soon as responses come in. You get dashboards and reports tailored to B2C measurements and can be customised with just a few clicks.

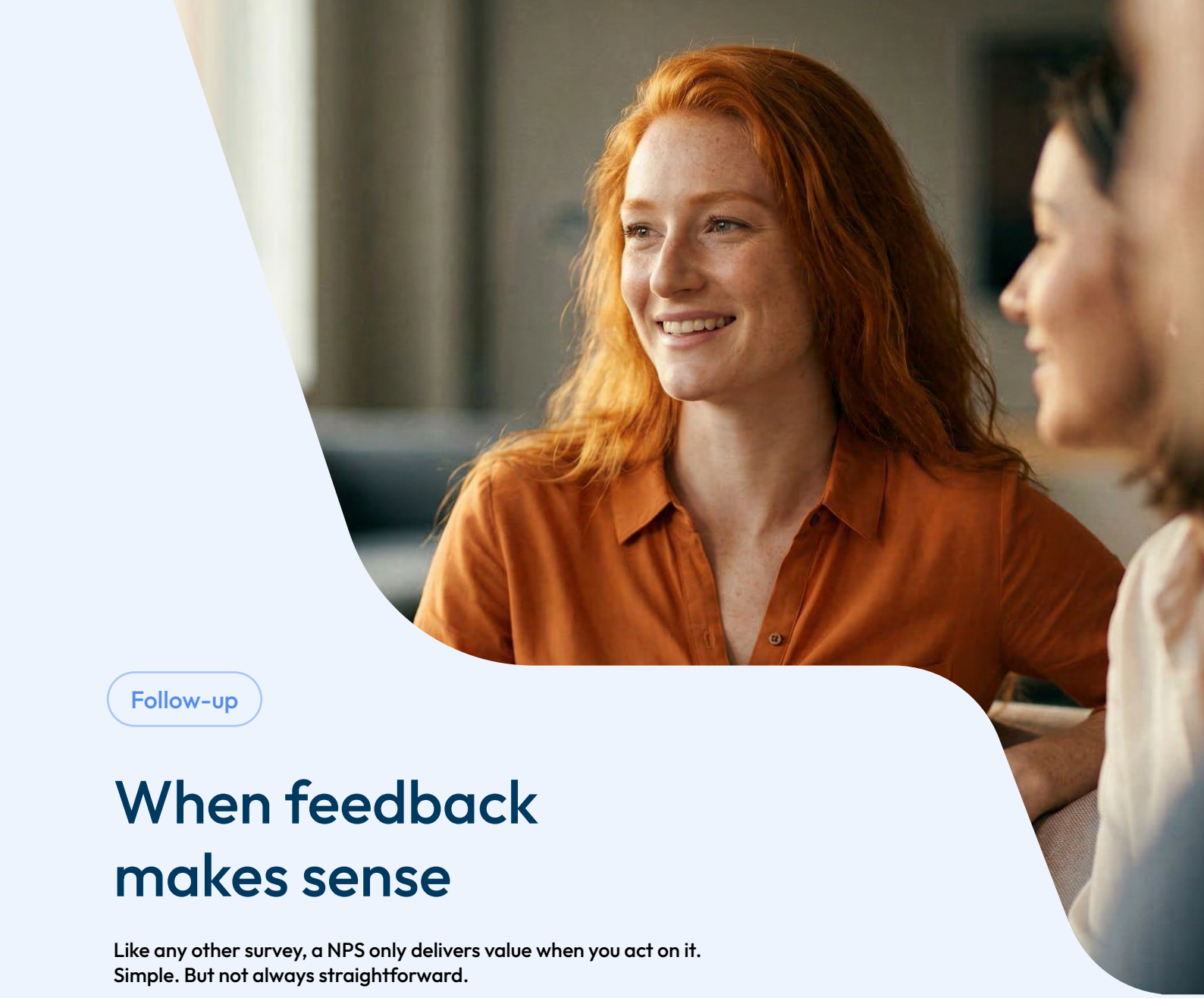
The reporting shows NPS over time, strengths and areas for improvement – both quantitatively and through open comments – and makes it possible to filter by for example, age, purchase behaviour, product, channel or geography.

Share results directly with marketing, customer service and management, or export to PowerPoint, PDF, Word or Excel – ready for presentation or further analysis. All of this is automatically available in SurveyXact and requires only minimal customisation, if any.

With these five steps, you have the foundation for a strong NPS survey. So far, so good.

But the real value only emerges when you start working strategically with your results.





Follow-up

When feedback makes sense

Like any other survey, a NPS only delivers value when you act on it. Simple. But not always straightforward.

In B2C, follow-up is about working systematically and efficiently so that customers feel their opinion makes a difference.

Here is an overview of how to follow up effectively:

Zoom out and get an overview

Start by forming a clear picture.

- **How are promoters, passives and detractors distributed?**
- **What reasons for the score keep recurring?**
- **What themes keep recurring in the comments?**
- **What do customers highlight as strengths, and where do they see potential for improvement?**

Look for patterns across segments such as age, product or channel – this makes it easier to prioritise efforts.
In SurveyXact, you get a full overview in dashboards where you can filter by segments, reasons and relationships.

Matrix for strategic importance and customer coverage

	Low strategic importance	High strategic importance
Low share of customers	**Monitor** Check in, avoid investing too much	**Protect and strenghten** Protect core areas, even if not mentioned by customers
High share of customers	**Selective effort** Quick, visible improvements	**Prioritise** Requires resources and management focus

Prioritise efforts in the right place

Determine where it makes the most sense to focus. Use, for example, a prioritisation matrix where you weigh:

Customer experience:
How many have pointed to an area that should be improved?

Strategic importance:
Is it critical for growth, competitiveness or key customers?

This gives you a clear picture of which efforts should be at the top of the list. Quick wins can deliver fast results, while strategic areas require management focus.



Create concrete improvements

Once your initiatives have been selected, the next step is to turn them into a plan that gets executed.
A strong action plan can be seen as a tool that keeps you moving in the right direction.

Who does what and when? Here is a good starting point for a plan:

- **Focus area:**
  Which specific area needs to be improved?
- **Position in the prioritisation matrix:**
  Is it an area that requires management focus, or can it be addressed with a quick effort (cf. the model in point 2)
- **Goal:**
  What do you want to achieve,
  and how will you measure it??
- **Actions:**
  What specific initiatives need to be implemented?
- **Responsible:**
  Who is responsible for pushing the process?
- **Milestones:**
  When does what need to be completed? Consider creating a timeline leading up to the next survey.
- **Risks and dependencies:**
  Are there factors that could challenge the progress?
- **Communication to customers:**
  How will you inform the customers about the actions you have done?
- **Ongoing measurement:**
  How will you follow up between surveys?

A good plan is not just something you make – it is something you use.
It creates direction, momentum and transparency.

And perhaps most important: it helps to improve your relationship with your customers.

Engage in dialogue – even when it is uncomfortable

In B2C, it is not always practical to follow up individually with every single customer. That is why follow-up should be organised to create the most value in once.

This can be done by:

- **Sending a thank-you email to all participants (optionally including loyalty points, a discount code or a competition)**
- **Setting up automated notifications so customer service is alerted when a customer gives a very low score**
- **Communicating improvements with newsletter, app or social media**

Principle: customers should feel that their opinion matters and leads to action
– even if follow-up happens at a segment or overall level.



Show that you listen and act

Improvements have the greatest impact when they are visible – both internally and externally.

Internally:
Share updates on relevant channels and inform sales, customer and marketing teams.

Externally:
Communicate via newsletter, app or social media. Show that you listen and act – and make good use of the "You said – We did" format to build recognition and trust.

SurveyXact offers standard reports that can be used directly in customer dialogues or for internal follow-up.

Example of "You said – We did": :

> **Many of you have mentioned delivery time as an issue. Therefore, we have introduced next-day delivery on all orders placed before 4 PM. Your feedback makes a difference.**

Evaluate and prepare for the next round

Now it is time to wrap up the survey and evaluate the results.
Ask yourselves:

- **Have we solved the challenges we set out to address?**
- **Has the NPS score improved?**
- **Are customers' comments more positive in the areas we have worked on?**
- **What should we prioritise next time?**

Follow-up in B2C is about turning feedback into an engine for continuous improvement and visible change.
When you work systematically with both strategic initiatives and clear communication, you create the greatest possible value from your surveys – and strengthen your relationship with your consumers



Case:

Kenda – from ISO compliance to strategic insight

When KENDA got new ownership, the company needed a deeper understanding of its customers' real experiences — not only to maintain its ISO certification, but also to adjust its strategic direction.

In collaboration with SurveyXact, KENDA carried out a strategic relationship survey that revealed much more than customer satisfaction. The NPS survey uncovered perceptions of the brand, strengths and weaknesses, providing a solid foundation for key strategic decisions.

Insight that changed direction

The results showed that hiring more field sales representatives wasn't the way forward. Customers wanted a stronger digital presence and more flexible ad-hoc support. This led to a major shift in priorities: from outbound sales to digital platforms, content and communication that make it easier to do business with KENDA.

A mirror for the brand

The survey also revealed that, while customers knew the products, many found them difficult to locate. The brand needed greater visibility — especially online.

Marketing therefore got a clear mandate: improve accessibility, increase visibility and make it easy to choose KENDA over competitors.

The result

With an NPS survey and a shared data foundation, KENDA gained:

- Clarity on customers' real needs and expectations
- Strategic priorities that can be measured and followed up on
- Better coordination across markets
- A stronger digital strategy aligned with customer demand

In short: the survey didn't just provide insight — it changed the company's direction and built a foundation for growth in a highly competitive market.

We thought we needed more people in the field.

But the survey showed, black on white, that we needed to be more present digitally.

Brian Lorentzen, Business Development & Strategic Marketing Director, KENDA

Know your customers — and create change

NPS is not just a question. NPS is a mindset. When you ask, “Would you recommend us to others?”, you invite customers to share the reasons behind their loyalty — or lack of it. To tell you what works, and what doesn’t. For their benefit, and yours.

That knowledge helps you strengthen relationships, adjust your course, and build an organisation that truly understands what matters most to customers.

Throughout this guide, you’ve seen how to measure, analyse and follow up. How to prioritise, communicate and improve. And how to make NPS an integrated part of the way you work with customer experience.

So go ahead and ask. Then listen. And act. Because every time you measure, you gain more than data — you gain another opportunity to become even more relevant to the people who matter most: your customers



Want to understand your customers better?

It starts with one question — and the willingness to listen. With Surveyxact, you get expert guidance through every step: listening, prioritising, and taking action.

See how NPS can strengthen your customer initiatives.

Book a demo

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