Category

Commercial Excellence

Customer-Centric Organization & NPS System Playbook

Making NPS a system that drives action across the organization, not a score reported once a quarter

- Executive
- Intermediate
- Template Included

- Administrator
- 07 September 2018
- 3 minute(s)

Overview

A framework for building a genuinely customer-centric organization around an NPS system — connecting NPS measurement to specific accountable action across functions, avoiding the common failure mode of NPS becoming a passively-reported score that doesn't actually drive organizational behavior change.

If an organization already tracks and reports NPS regularly,

isn't that sufficient for customer-centricity? Tracking and reporting alone doesn't constitute genuine customer- centricity — NPS needs to connect to specific accountable action across functions to actually drive organizational behavior change, rather than becoming a passively reported metric that doesn't influence how different teams actually operate.

What makes an NPS system genuinely action-driving versus just a

reporting exercise? Specific accountability — individual teams or leaders owning identified detractor themes with genuine authority and expectation to address them, not just a company-wide score reviewed periodically without connection to specific organizational action.

{ "@context": "https://schema.org", "@type": "FAQPage", "mainEntity": [{ "@type": "Question", "name": "If an organization already tracks and reports NPS regularly,", "acceptedAnswer": { "@type": "Answer", "text": "isn't that sufficient for customer-

centricity?\nTracking and reporting alone doesn't constitute genuine customer-\ncentricity — NPS needs to connect to specific accountable action across\nfunctions to actually drive organizational behavior change, rather than\nbecoming a passively reported metric that doesn't influence how\ndifferent teams actually operate." } }, { "@type": "Question", "name": "What makes an NPS system genuinely action-driving versus just a", "acceptedAnswer": { "@type": "Answer", "text": "reporting exercise?\nSpecific accountability — individual teams or leaders owning\nidentified detractor themes with genuine authority and expectation to\naddress them, not just a company-wide score reviewed periodically\nwithout connection to specific organizational action." } }] }

Subscriber access

Unlock this playbook

This playbook — including every framework, template, and step-by-step section — is available free to Think Insights subscribers. Enter your email to unlock it instantly and get our weekly insights newsletter. No account needed, and access is remembered on this device.

First Name

Last Name

Email

Country - Select -

- [ ] I agree to data processing in accordance with GDPR

Submit

Leave this field blank

References

Related playbooks

Commercial Excellence

AI-Enabled Commercial Analytics & Next-Best-Action Playbook

A framework for AI-enabled commercial analytics and next-best-action recommendations — building recommendations grounded in genuine predictive validity and deli

- Practitioner

- Intermediate
- Template Included

Read playbook

Commercial Excellence

C-Suite Commercial Excellence Steering Committee & Governance Playbook

A framework for establishing a C-suite commercial excellence steering committee and governance structure — clear decision rights, substantive review cadence, an

- Executive
- Intermediate
- Template Included

Read playbook

Commercial Excellence

Commercial Excellence in Mid-Market & SMB Segments Playbook

A framework for commercial excellence in mid-market and SMB segments — sales motion, pricing, and process design calibrated to these segments' genuinely differe

- Practitioner
- Intermediate
- Template Included

Read playbook

Talk to us about customer-centric NPS systems

Tags

- Customer-Centricity
- NPS
- Customer Experience

Author

Administrator

Think Insights Administrator