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
- 13 January 2022
- 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.

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