

Preface

ix

PART ONE

WHY THE ULTIMATE QUESTION WORKS

- | | | |
|---|---|----|
| 1 | Bad Profits, Good Profits, and
the Ultimate Question | 3 |
| 2 | The Measure of Success | 23 |
| 3 | How the Net Promoter Score (NPS)
Can Drive Growth | 39 |

PART TWO

HOW TO MEASURE RESPONSES

- | | | |
|---|---|----|
| 4 | The Enterprise Story—Measuring What Matters | 59 |
| 5 | Why Satisfaction Surveys Fail | 11 |
| 6 | The Rules of Measurement | 95 |

Contents

PART THREE

BECOMING GOOD ENOUGH TO GROW

7	Design Winning Customer Strategies	117
8	Deliver—Building an Organization That Creates Promoters	137
9	Develop a Community of Promoters— By Listening	155
10	One Goal, One Number	175
	Appendix A The Linkage Between NPS and Growth	191
	Appendix B Winners and Sinners for Selected U.S. and U.K. Industries	195
	<i>Notes</i>	197
	<i>Acknowledgments</i>	199
	<i>Index</i>	203
	<i>About the Author</i>	211