Net Promoter Score (NPS) - Design, Collection, action Training Course

Professional Development Training Course Outline

Category	Customer Service and Customer Experience	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s hyper-competitive business environment, customer experience (CX) drives growth, loyalty, and brand advocacy. The Net Promoter Score (NPS) has emerged as the gold standard for measuring customer satisfaction, loyalty, and advocacy. Net Promoter Score (NPS) - Design, Collection, action Training Course equips participants with actionable skills to design robust NPS frameworks, collect meaningful feedback, and implement data-driven strategies to enhance customer loyalty. By leveraging real-time analytics, predictive insights, and CX best practices, participants will learn to translate feedback into measurable business outcomes.

Through a blend of interactive workshops, case studies, and hands-on exercises, this course empowers professionals to embed NPS into their organizational DNA. Participants will master survey design, advanced segmentation, closed-loop feedback, and action planning, ensuring every customer interaction drives value, retention, and advocacy. By the end of the program, learners will confidently implement NPS strategies that improve customer experience, boost revenue, and strengthen brand reputation in a competitive market

Programme Curriculum

Net Promoter Score (NPS) - Design, Collection, action Training Course

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Course Duration

5 days

Course Objectives

1. Understand the fundamentals of Net Promoter Score (NPS) and customer loyalty metrics.
2. Design high-impact NPS surveys tailored for different customer segments.
3. Implement digital-first NPS collection strategies across multiple channels.
4. Analyze NPS data using advanced analytics and AI-driven insights.
5. Develop customer-centric action plans based on feedback.
6. Drive closed-loop feedback processes to resolve customer issues in real-time.
7. Leverage predictive modeling to anticipate customer churn.
8. Integrate NPS into CX and CRM platforms for actionable reporting.
9. Benchmark performance using industry-specific NPS best practices.
10. Foster employee engagement in customer experience improvement initiatives.
11. Align NPS outcomes with business KPIs and ROI metrics.
12. Utilize voice of the customer (VoC) programs for continuous improvement.
13. Apply case-based learning to real-world NPS challenges and solutions.

Target Audience

1. Customer Experience Managers
2. Product Managers
3. Marketing Professionals
4. Sales Leaders
5. Business Analysts
6. CX Strategists
7. Customer Support Managers
8. Digital Transformation Leaders

Course Modules

Module 1: Introduction to NPS & Customer Loyalty

- History and evolution of NPS
- Understanding promoters, passives, and detractors
- NPS as a predictive loyalty metric
- Key benefits of implementing NPS in business
- **Case Study:** Apple’s use of NPS for customer retention

Module 2: Designing Effective NPS Surveys

- Crafting actionable survey questions
- Survey timing, frequency, and channels
- Avoiding survey fatigue and bias
- Leveraging personalization for higher response rates
- **Case Study:** Netflix survey design and personalization strategies

Module 3: NPS Collection Techniques

- Multi-channel collection: email, in-app, SMS, social
- Real-time feedback collection
- Mobile-first NPS strategies
- Integrating surveys with CRM & support platforms
- **Case Study:** Amazon's omnichannel feedback collection

Module 4: Data Analysis & Interpretation

- Calculating and benchmarking NPS
- Advanced segmentation and trend analysis
- Predictive analytics for churn and retention
- Identifying patterns in promoter and detractor behavior
- **Case Study:** Spotify's data-driven NPS insights

Module 5: Action Planning & Closed-Loop Feedback

- Designing follow-up processes for detractors
- Converting passives to promoters
- Using feedback for product/service improvement
- Prioritizing actions based on impact and effort
- **Case Study:** Zappos' closed-loop feedback success

Module 6: Integrating NPS into CX Strategy

- Aligning NPS with overall CX goals
- Employee training and engagement in NPS initiatives
- NPS dashboards for stakeholders
- Linking NPS to revenue and retention metrics
- **Case Study:** Ritz-Carlton's CX-driven NPS integration

Module 7: Benchmarking & Industry Best Practices

- Comparing NPS across industries
- Identifying global and local trends
- Leveraging competitor insights
- Continuous improvement through benchmarking
- **Case Study:** Starbucks' benchmarking and global NPS trends

Module 8: Advanced NPS Applications & Predictive Insights

- Predicting churn and upsell opportunities
- Using AI/ML for NPS-driven decision-making

- NPS in subscription and SaaS models
- Creating culture of customer-centric innovation
- **Case Study:** Salesforce's predictive NPS analytics

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com