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	Nota di contenuto	Innovating Analytics: Word of Mouth Index-How The Next Generation of Net Promoter Can Increase Sales and Drive Business Results; Copyright; Contents; Introduction; Chapter 1: Customer Experience 2.0; Accelerated Darwinism; Chapter 2: NPS-What It Is and What It Does Well; Chapter 3: NPS-Fundamentally Flawed; Accuracy; Margin of Error; Oversimplification; Detractors Don't Always Detract, and Promoters Don't Always Promote; Where's the Growth?; Insufficient Information; Simple Is Just . . . Simple; Chapter 4: WoMI-The Next Generation of NPS WoMI Distinguishes between Positive Word of Mouth and Negative Word of Mouth Negative Word of Mouth; The WoMI Research Approach and the Validity of the Results; Phase 1: Fore See Independent Research; Phase 2: Initial Client Testing; Phase 3: Later Client Testing; WoMI Testing Results; The Discourage Question; Detractor Overstatement; NPS and WoMI Score Differences; Recommend and Discourage Scores; Continuing Implementation; In Virtually Every Industry, We See a Massive Overstatement of Detractors; Using WoMI with NPS; Chapter 5: The Four Drivers of Business Success; Customer Retention Purchased Loyalty Convenience Loyalty; Restricted Loyalty; Competitive Retention; True Loyalty; Upsell; Marketing-Driven Customer

| Sommario/riassunto | How does a CEO, manager, or entrepreneur begin to sort out what defines and drives a good customer experience and how it can be measured and made actionable? If you know how well the customer experience is satisfying your customers and you know how to increase their satisfaction, you can then increase sales, return visits, recommendations, loyalty, and brand engagement across all channels. More reliable and more useful data leads to better decisions and better results. Innovating Analytics is also about the need for a comprehensive measurement ecosystem to accurately assess and improve the |