

Let Your Customers Sell For You!

Nothing provides a more convincing sell than the unbiased opinions of friends and colleagues. Google, one of the most successful companies in the world, relies on word of mouth almost entirely for its marketing.

“Google actually relies on our users to help with our marketing. We have a very high percentage of our users who often tell others about our search engine” - Sergey Brin, co-founder Google Inc.

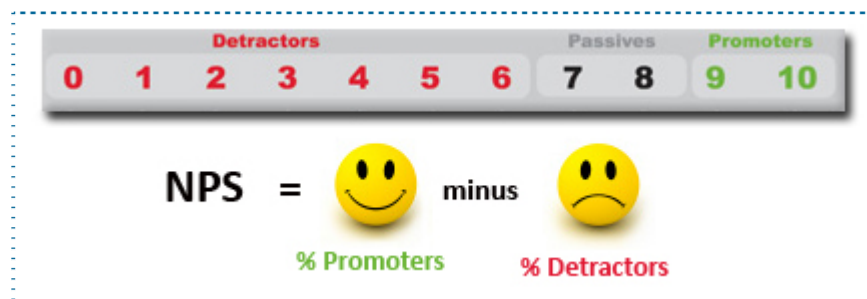
How do you know what your customers are saying about you? Is there a way to measure this feedback to ensure your company is receiving positive referrals?

Yes, there is. It’s called the Net Promoter Score¹ and Book4Time’s new **vip**GuestSurvey product can help you to harness the power of your customers and get them selling for you!

What Is Net Promoter Score?

In his book, *“The Ultimate Question”*, Fred Reichheld shows companies how to divide their customers into 3 categories: Promoters, Passives and Detractors. This categorization is based on one simple question:

How likely are you to recommend [your company] to a friend or colleague? Based on your customers’ answers to that question, you can divide them into the following categories²:



Promoters (9-10) are loyal enthusiasts who will keep buying and refer others, fueling growth.

Passives (7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.

Detractors (0-6) are unhappy customers who can damage your brand and impede growth through negative word of mouth.

¹ Retrieved from: <http://www.netpromoter.com/np/index.jsp>

² Retrieved from: <http://www.netpromoter.com/np/calculate.jsp>

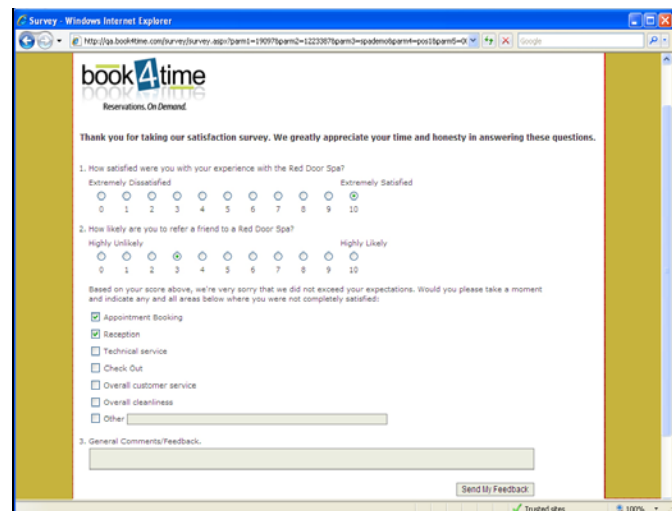
By subtracting your detractors from your promoters you come up with your **Net Promoter Score (NPS)**³. Only through the constant monitoring of your NPS will you be able to truly deliver a value creating experience for your customers that will fuel your long-term growth by having them promote you!

You may be thinking, “That’s a nice theory, but will it work in the business world?” The answer is yes. Many companies rely on the NPS to run and grow their business including the **Four Seasons** who recently ranked 1st amongst all Deluxe Hotels in Business Travel News’ 2009 US Hotel Chain Survey. By using the NPS method, Four Seasons has managed not only to be profitable, but to be an industry leader.

How Can Book4Time Help?

Book4Time has created **vipGuestSurvey.com**, a new web-based survey tool that will allow your company to measure and monitor its NPS in real time!

By using our convenient and secure Software-as-a-Service platform, your results can be collected, analyzed and feedback delivered directly to frontline employees who can start acting on that information immediately. Without the ability to share feedback with employees, the NPS is nothing more than a number and won’t help you improve your business.



With Book4Time, this exciting new marketing initiative can be seamlessly integrated into your existing business. After your client checks out at the front desk, a **vipGuestSurvey** will be emailed directly to them, ensuring maximum responses and legitimate feedback as the experience will be fresh in the customer’s mind. In addition, the **vipGuestSurvey** look and feel is completely customizable with your corporate branding and image.

“With the instant email capabilities of vipGuestSurvey, our response rate has been phenomenal. The fact that it is customized exactly to our corporate branding encourages our clients to complete the survey, knowing it is from a trusted source. The ability to receive instant feedback and results in real time has allowed us to act quickly on the information received, improving our customers’ experience and our business.”

Todd Walter, CEO of Red Door Spas

³ Retrieved from: <http://www.netpromoter.com/np/calculate.jsp>

With Book4Time's **vipGuestSurvey** anyone who rates your company an 8 or below will immediately be asked a follow-up question to discover the root cause of the issue. The survey results are immediately available to staff members so they can act on this information, converting Detractors and Passives into **Promoters!** The choices for reasons of dissatisfaction are completely customizable and will be tailored to maximize the relevancy of the results to your unique business.

Survey Analysis - By Ranking

Period: 2/1/2009 to 2/29/2009

LOCATION	TOTAL VIEWED	TOTAL COMPLETE	Question 1				Question 2				TOTAL NPS
			Detractors (<=6)	Passive (7,8)	Promoters (9,10)	NPS	Detractors (<=6)	Passive (7,8)	Promoters (9,10)	NPS	
Downtown	120	503	1 2.2%	5 11.1%	39 86.7%	84.44%	0 0%	6 13.3%	39 86.7%	86.67%	85.56%
North West	120	354	0 0%	4 11.8%	30 88.2%	88.24%	2 5.9%	2 5.9%	30 88.2%	82.35%	85.29%

Survey Analysis By Question

Period: 2/1/2009 to 2/29/2009
Location: ABC Resort & Spa

QUESTION / RANKING	0	1	2	3	4	5	6	7	8	9	10	AVG SCORE
How satisfied were you with your experience:	0	0	0	0	0	2	1	0	6	12	24	9.16
How likely are you to refer a friend:	0	0	0	0	1	3	0	1	2	11	27	9.13
Total:	0	0	0	0	1	5	1	1	8	23	51	9.14

Total surveys viewed, but not completed: 7
Total surveys completed: 59
Total surveys with additional comments: 21

Survey Analysis - By Reason

Period: 2/1/2009 to 2/29/2009
Location: ABC Resort & Spa

TOTAL VIEWED	TOTAL COMPLETE	Question 1			
		Detractors (<=6)	Passive (7,8)	Promoters (9,10)	NPS
201	1028	91 8.85%	150 14.59%	787 76.56%	67.7%

Detractor Reasons

Appointment Booking	37
Reception	36
Technical service	34
Check Out	33
Overall customer service	34
Overall cleanliness	18
Physical Environment	27
Other	10

Book4Time understands that information is useless if it is not applicable to your business which is why we will work with you to create a survey that will generate the most relevant information for your particular business.

vipGuestSurvey comes bundled with detailed reports in real time that allow you to monitor both your customers' perception of your business and the success of the campaign as a whole.

At Book4Time, we are in the business of improving your business and look forward hearing from you about this exciting opportunity!

Contact **Book4Time** today at (800) 487-4783 or by email to sales@book4time.com for more information on **vipGuestSurvey** and other exciting new tools!