

PURPOSE:

The DataCo Loyalty Index™ (DLI), is a methodology and measurement of customer commitment to your organization. It aggregates responses to a 5-question survey to provide a comprehensive gauge of how well you are performing from the customer's point of view. This metric goes beyond the traditional Net Promoter Score (NPS), which only addresses probability of a word of mouth recommendation, measuring likelihood to continue to use, increase use, sole source or refuse a competitive offer.

DataCo offers two flavors of the product, a standard version or customized solution. We offer a 90-day free trial of the standard approach so that you can experience how it works and how easy it is to implement.

METHODOLOGY:

The DLI standard approach uses a 1-5 question survey, which is presented as a pop-over once the customer clicks an action button...the wording and number of questions can be modified to suit your needs:

In order to successfully evaluate your experience on our website, we need your feedback. Please take a few seconds of your time to answer the following 5 questions. Thanks again!

1. How likely are you to recommend Sample Client to a friend or business colleague?

Extremely Likely Somewhat Likely Neither Likely Nor Unlikely Somewhat Unlikely Extremely Unlikely

2. How likely are you to continue using Sample Client?

Very Likely Somewhat Likely Neither Likely Nor Unlikely Somewhat Unlikely Very Unlikely

3. Over the next 12 months, how likely are you to increase usage of Sample Client?

Very Likely Somewhat Likely Neither Likely Nor Unlikely Somewhat Unlikely Very Unlikely

4. If a competitor of Sample Client offered you the same product/service, but for 10% less, what is the likelihood you would switch to the competitive offer?

Very Likely Somewhat Likely Neither Likely Nor Unlikely Somewhat Unlikely Very Unlikely

5. What is the likelihood you would only use Sample Client for your needs?

Very Likely Somewhat Likely Neither Likely Nor Unlikely Somewhat Unlikely Very Unlikely

Thank you for your evaluation & time.

Our standard Loyalty Monthly Report provides both the DLI and NPS scores based upon the responses for the current month and prior 5 time periods. We also present summary statistics on the responses to all five questions individually.

The custom survey approach allows you to create your own survey, as well as reporting and/or an executive dashboard.