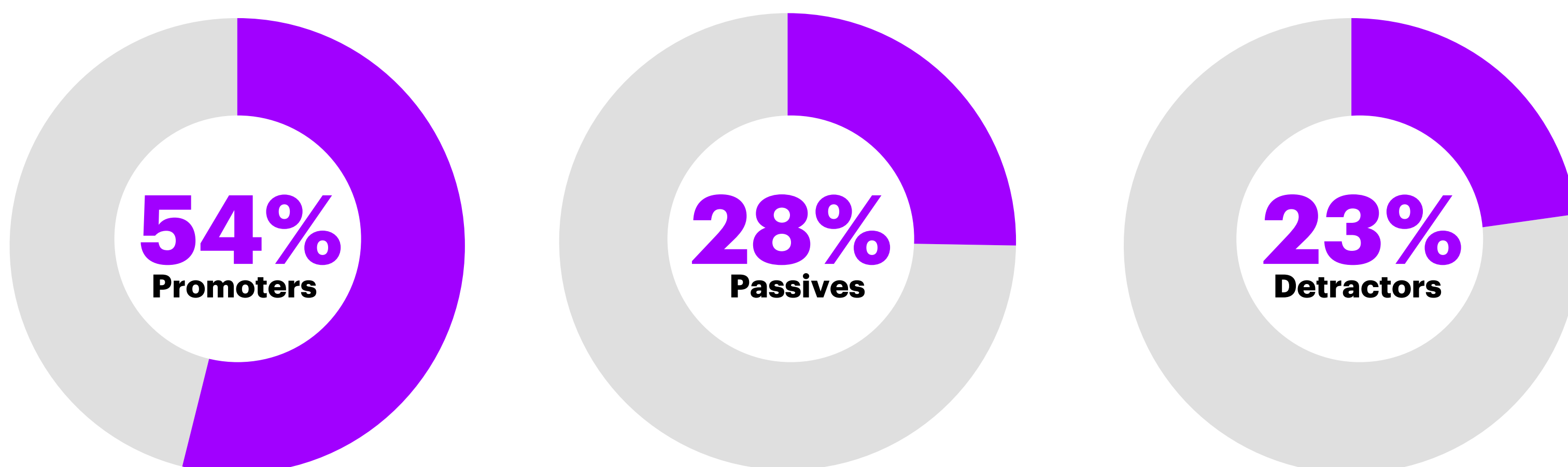


Customers Want to be Net Better Off

When it comes to fostering a sense of belonging, leaders are responsible for making sure their people are Net Better Off (NBO). It's not just employees whose leaders need to account for – NBO scores matter to customers, too.

Promoters are on par with employees

Overall, 37% of customers feel companies are responsible for leaving them NBO, and Promoters expect more. Over half (54%) of Promoters expect to be left NBO, compared to 28% of Passives and 23% of Detractors.* This means Promoters and employees have similar expectations around being left NBO by today's leaders.



Why should leaders care about Promoters?

Promoters are more satisfied: 95% of Promoters were satisfied with their last company interaction, compared to 81% of Passives and 32% of Detractors.

Promoters trust more: 90% of Promoters trust the companies they interact with, compared to 71% of Passives and 31% of Detractors.

The bottom line

NBO doesn't just matter to employees. It matters to customers as well. The coveted Promoters' expectations are 2.3x higher than Detractors. However, if companies can satisfy Promoters—namely by prioritizing NBO—they will gain a following of people who are 3x more satisfied and trusting of the companies they spend money on.

* "Promoters," "Passives" and "Detractors" are based off the [Net Promoter System](#)