



LUMERIC™ Project Summaries

Project Type:

Net Promoter® Score (NPS)

Sector: Industrial

Company Size: \$45m

Company Position:

Market Leader

Client Level:

CEO

The Critical Decision:

What are the road blocks preventing this manufacturer of industrial protective clothing from achieving 8% per year revenue growth targets?

The Answer:

An inconsistent customer service experience and pervasive mistakes in order fulfillment on certain items has led to a large minority of unsatisfied customers that have partially or fully turned to other vendors to source product.

The Discussion:

The client is a US based manufacturer of industrial protective clothing and gear primarily serving a North American client base of 5,000+ industrial product distributors. Although, the business had a successful track record of growth, the rate had recently slowed and customer turnover was increasing. The client asked Lumeric to run an NPS exercise to diagnose the causes of slowing growth.

Lumeric conducted an on-line customer survey capturing 200+ responses which provided an NPS for the business of 25. The majority of customers were promoters or passives (very satisfied or satisfied) and across the board the client was recognized as having the most desirable product line available. However, there was also a large minority of detractors (unsatisfied customers) who had experienced consistently poor service and order-fulfillment. Lumeric was able to tie these under-performance issues to specific personal allowing the client to take the steps necessary to help them improve on their performance. 