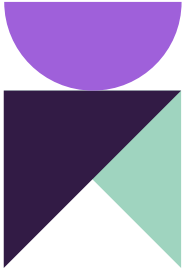




# Net Promoter Score ( NPS )

→ How to drive your NPS  
by creating relevance

**TEN**



The world's top private and retail banks have found that using travel and lifestyle services as a customer experience (CX) strategy boosts the Net Promoter Score (NPS) of their valuable customers – by an average of +15 points.

Here's how to drive your NPS performance by creating relevance.

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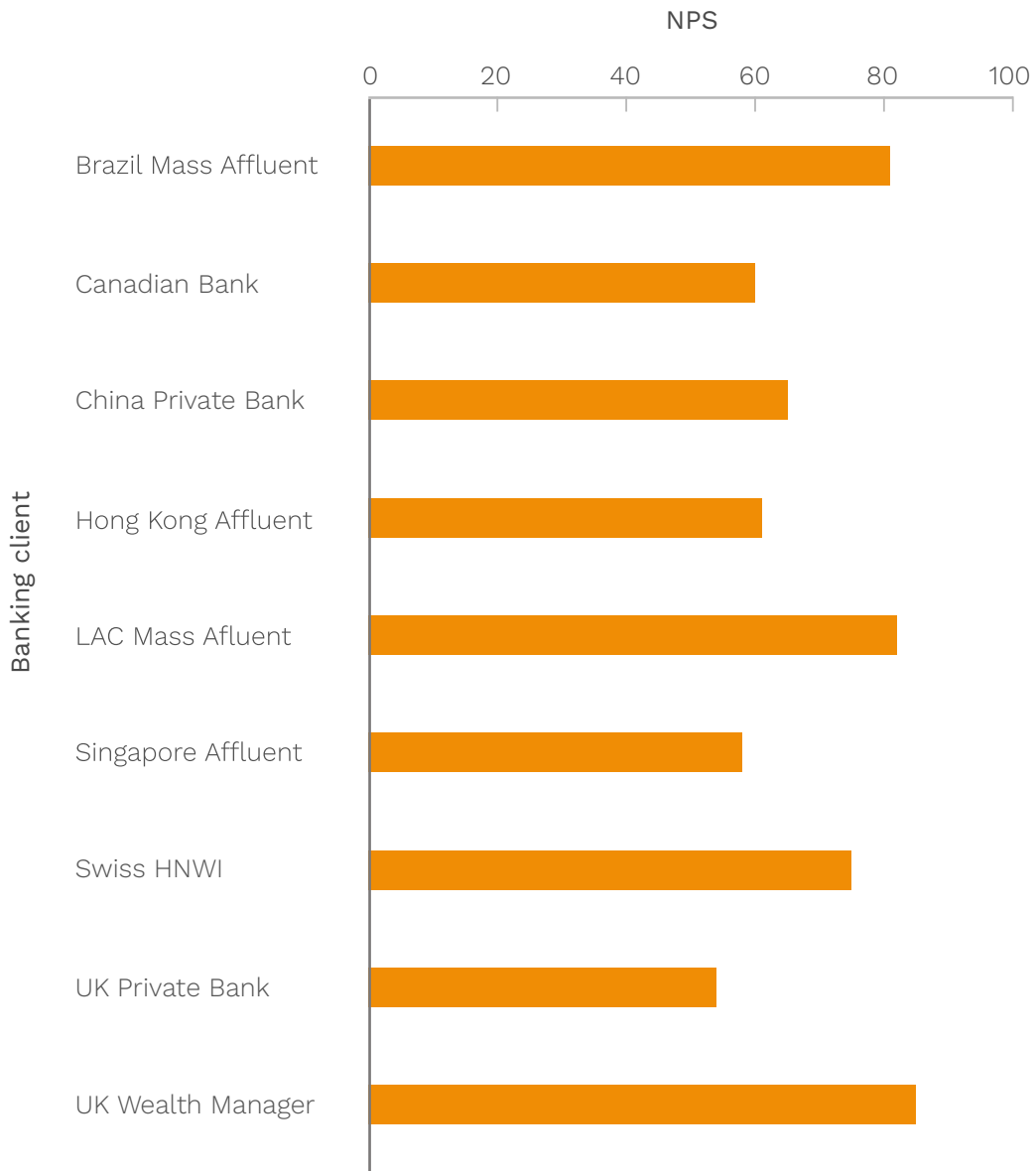
# The world's top private and retail banks have found a 'new' way to boost the NPS of their most valuable customers

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It's a CX method used by at least two of the top five banks targeting their affluent or private banking customer segments in Canada, China, Hong Kong, Japan, UK, and the USA.

It's being rolled out with major bank partners announced in markets around Europe, Spanish Latin America, South Africa, Australia, and Brazil, resulting in an increased NPS.

The CX strategy has thrived through the COVID-19 pandemic and proved to be flexible and relevant as customer needs change.





## What is this “new” strategy?

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### **Travel and lifestyle management service wins the hearts and minds of your valuable customers**

- From priority access to the best restaurants, hotels, shows, and events around the world to tailor-made holidays with complimentary upgrades and benefits, members love the personalized touch of the service.
- The Ten service is accessed through a global team of specialist lifestyle managers, a digital platform, and more channels including email, chat, and WhatsApp.

- Unlike other concierge providers, Ten has built significant scale globally and expects to grow, enabling us to continue to invest in our member proposition, as well as draw on a reliable network of suppliers and partners to secure negotiated benefits and value for our members.



## What is included in the service?



**Travel:** Offering international travel and local staycations, inspirational destination guides, access to member-only benefits including late check-in and check-out, free upgrades and spa credit, flexible travel plans, free cancellations, and up-to-date information on destination and travel plans.

**Read our 2021 travel insights and beyond paper**



**Dining:** Offering exclusive member benefits including prime time bookings at unbookable restaurants, complimentary champagne, meet & greets and private tours at over 10,000 restaurants worldwide, plus assistance with sourcing and home delivery of fresh, local produce.

Read our [dining insights 2021](#) paper

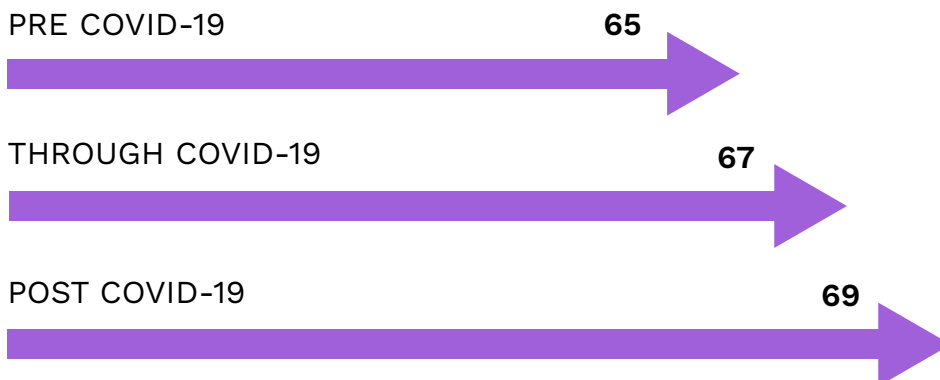


**Entertainment:** Providing priority access to the best events around the globe, including sporting events, sell-out theatre shows, concerts, meet & greets and pre-sales. Plus home-entertainment-related offers and benefits, tracking artists and assisting with securing tickets for shows or events if they're rescheduled.



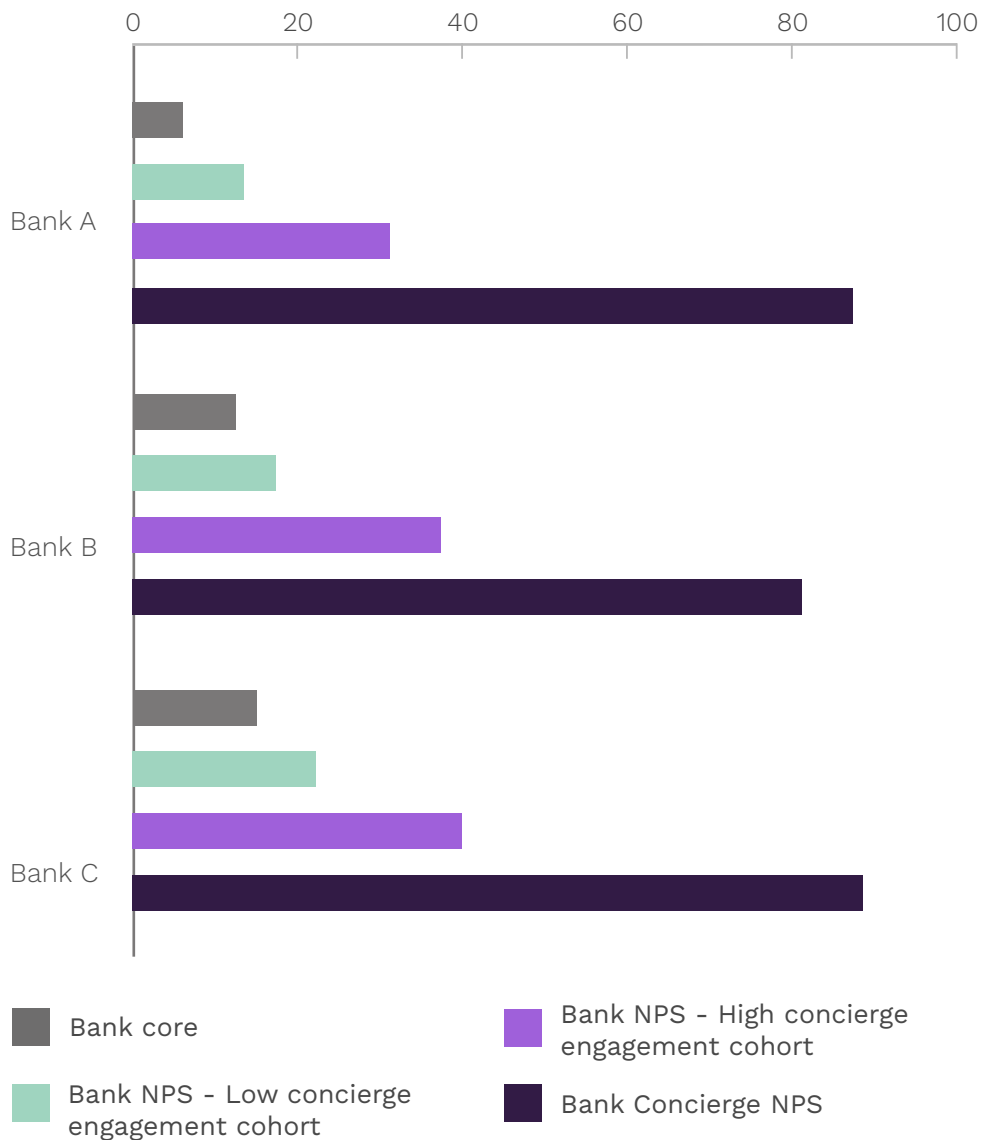
**Offers & Events:** Supplying member-only offers from well-loved premium brands; inspirational gift guides; virtual book clubs; digital masterclasses; and more.

### Average concierge NPS scores:

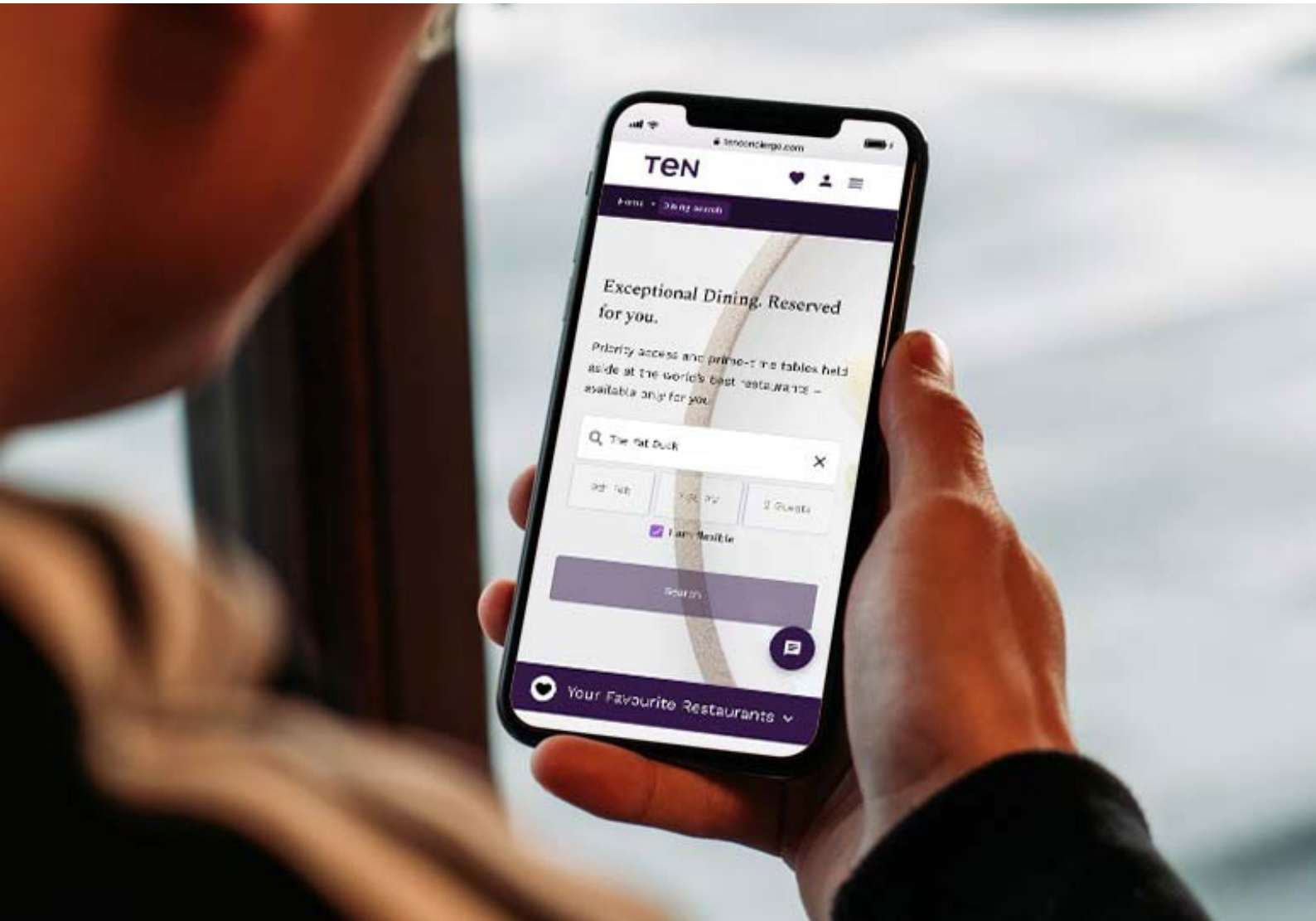


# The service NPS ‘halo’ effect also boosts the customer NPS

**Customer NPS for our banking corporate clients increases as concierge use increases**







# Ten Platform supports digital transformation strategies

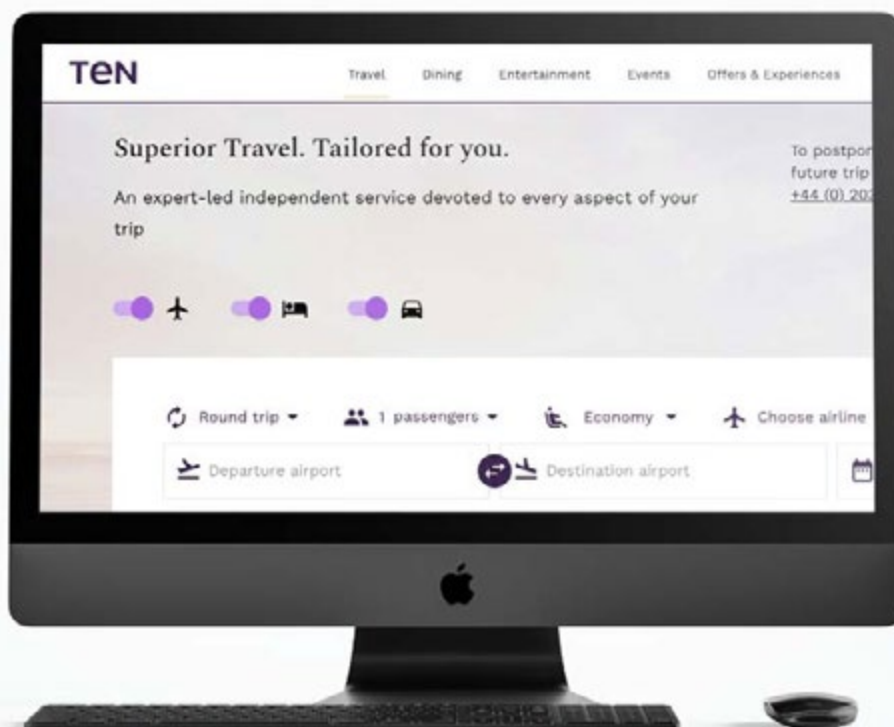
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**Ten's digital platform is available inside more than 20 brands today, and growing**

It is currently in 100+ countries worldwide, 17 languages and 39 currencies. There are more than 200 instances of the platform live, with many of the world's most renowned financial institutions.

The digital platform can easily be integrated into your digital ecosystem such as websites or apps through either single sign-on or open APIs. For more information about the Ten open API, please visit this [case study](#).

Forward-thinking brands have found Ten's service invaluable to drive customer engagement and advocacy metrics.





**With a fully functional digital offering including live chat plus a strong benefits program comparable to the American Express Platinum charge card, the service is one that I will look forward to using for restaurants and hotels.”**

– Milton, Westpac Partners With Ten For Altitude Concierge



# How do clients get a return on investment (ROI)?

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**Corporate partners commercially benefit and see measurable ROI from Ten's services**

Lifestyle management and concierge services are leveraged as a key CX strategy to drive growth by premium card issuers, private banks, and wealth managers as it supports customer acquisition – their valuable customers are attracted to the personalized and relevant nature of the service.

Based on a recent cohort analysis, concierge users are three times more likely to be retained as customers and also more likely to be advocates. Concierge use also drove a higher average card spend versus non-users, as Ten's e-commerce capabilities enable our banking clients to restrict payment methods to their own, both at the network and the issuing bank card level. These findings indicate that our corporate clients' brand is more front of mind among concierge users.

Our corporate partners continue to invest in the service to differentiate themselves because the service has proved to improve key commercial and customer metrics including NPS and Assets under Management (AuM).

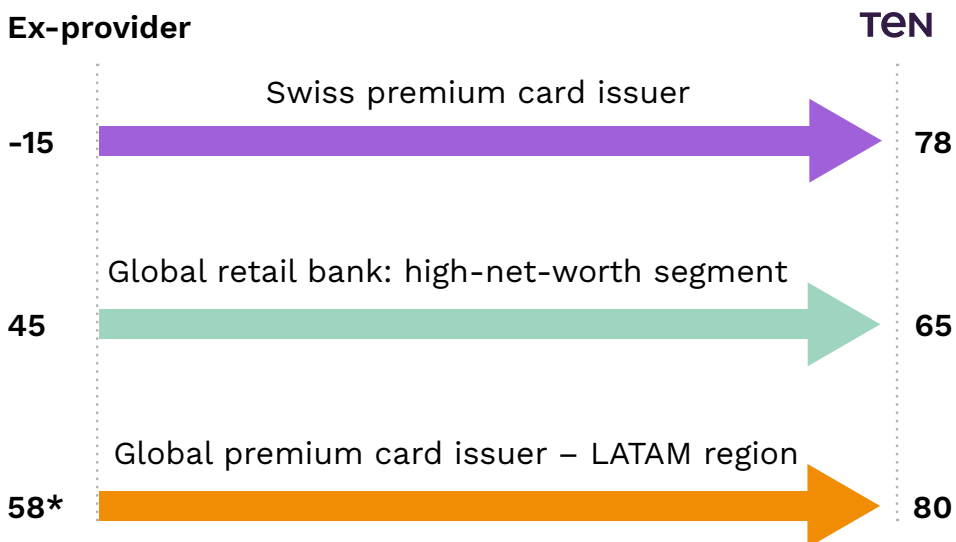
For more information on the value of concierge, click [here](#).



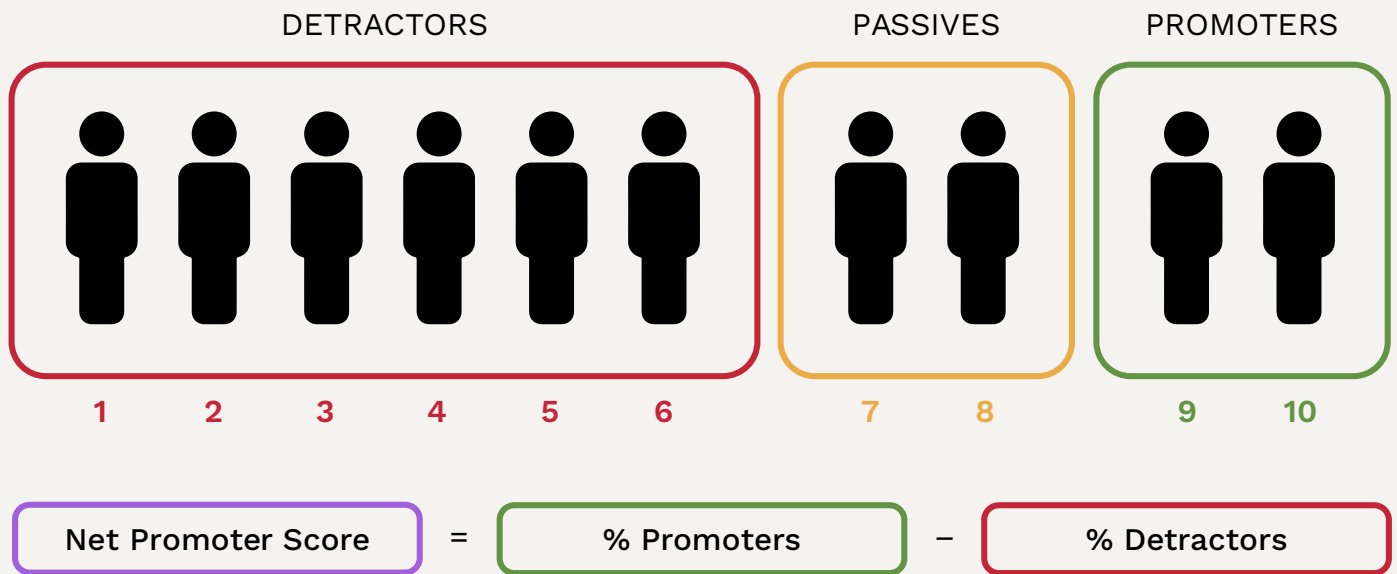
## In 3 simple steps:

- We adopt a partnership approach, ensuring a smooth implementation from start to program run-in.
- Program success metrics including NPS are measured and reported from launch (read more in [“NPS at Ten” section](#)).
- Partnership commercials can be (and often are) linked to the program’s NPS performance.

## NPS performance changes following service transition to Ten



\*At the start of the service transition



# Net Promoter Score at Ten

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## What is NPS?

- **NPS** stands for **Net Promoter Score**.
- It's a customer satisfaction benchmark that measures how likely your customers are to recommend the service to a friend.
- NPS is a typical benchmark businesses and brands measure to evaluate and improve customer loyalty.

## How is NPS calculated?

Ten's approach to NPS calculations is consistent with the industry-wide practices.



## NPS is a valuable tool to:

- Provide qualitative and quantitative feedback directly from members.
- Measure customer experience success across a large sample of members to identify accurate trends and track business improvement success.
- Measure the value of the concierge service to our members as a benefit of their banking account/card or service sponsor.
- Performance-manage Lifestyle Managers based on the monthly scores attributed to individuals.
- Lifestyle Managers and Team Managers are rewarded based on team results. Scores attribute to up to 50% of performance metrics.
- Analyse performance at a program/department/team/individual level in order to create the most appropriate service improvement plans.







## NPS - The Process at Ten

- Surveys are sent once a month to a full sample of members who have completed a request with us in the previous four weeks.
- All program surveys have the same questions, to measure accurate trends.
- We have a member resting period for survey send outs, which is typically two months.
- If the member grants us permission to do so, we contact all detractor respondents within 24 hours to further understand their feedback.
- Members who opted out of member comms emails will not receive NPS surveys.

## How do Ten maintain/achieve high scores?



**Deep dive & NPS analysis:** Our data analysts publish a range of analytical dashboards to help managers dive into NPS responses, instantly highlighting trends and potential improvements in order to create the most appropriate service improvement plans.



**Member experience quality assurance:** Spot checks and full end-to-end quality assurance (QA) on request handling, providing opportunities to identify potential improvement, and coaching moments.



**Coaching our people:** Using our Learning Management System, we tailor training and coaching for soft-touch development based on member feedback.








**Innovation:** Service improvement registers based on member feedback are updated monthly, whereby technical and innovative improvements are identified and implemented.


# Getting started

3-6 MONTHS TIME TO MARKET


## Pre-Launch

 <p>Project kick off Contract finalization Market announcement</p>	 <p>Service proposition Member experience &amp; journey Digital platform branding</p>	 <p>Data feed/ integration telecomms &amp; call flows</p>	 <p>Resource planning Recruitment (if required) Training</p>	 <p>End-to-end testing</p>
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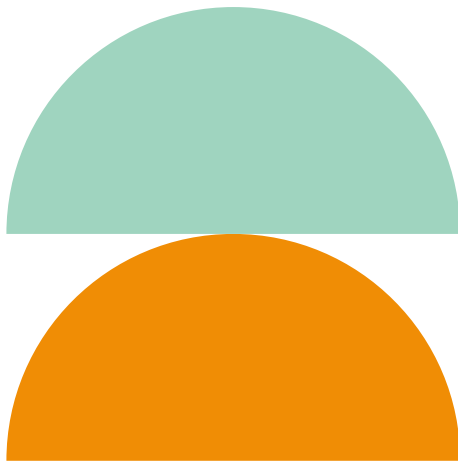
## Launch

 <p>Launch monitoring QA on requests</p>
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## Post-Launch

 <p>Monthly management information &amp; quarterly business reviews Service improvement plans (if required)</p>
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NPS grows with good onboarding and strong engagement as members are better informed about the service and what we can do for them.



## About Ten

As the world's leading lifestyle management service, Ten has 20+ years of experience, a strong global team of lifestyle managers and a fully transactional digital platform. Ten works with more than 50 of the world's major banks, and wealth managers and premium brands to develop relationships with clients and their families.

Contact us at to [\*\*BusinessDevelopment@tengroup.com\*\*](mailto:BusinessDevelopment@tengroup.com) find out more. To discuss how Ten can support you or visit us at [\*\*www.tenlifestylegroup.com\*\*](http://www.tenlifestylegroup.com)