



From **Data** to **Knowledge** to **Insights** to **Actions** in CPG



Voice of the Customer Survey 2024

We asked our customers how they thought we were doing.

We were surprised by the results!



NPS

How likely are you to recommend Advise to a colleague or friend?

NPS stands for **Net Promoter Score**, a metric used in customer experience programmes. NPS measures the loyalty of customers to a company. NPS scores are measured with a single question survey and reported with a number from -100 to +100. A higher score is desirable.

Our score

+88

EXCEPTIONAL

Industry Average +44

Customer Satisfaction



CSAT is the most-used measure of digital Customer Experience. CSAT measures how satisfied a customer is with a specific interaction. POSITIVE responses indicate you're doing something right while negative feedback means something's gone astray.

Team

Our score

88.9%

Platform

Our score

83.8%

What our customers have said



“Speed, agility and ease of use of the platform”



“...insights are so powerful”



“Lovely, willing and able - they deliver on what they say”



“Ease of use and confidence in the accuracy of the information has been a huge benefit ”

Contact us for a demo

sales@advisecp.com



Advise is our own ground-breaking automated data analytics solution for the Consumer Goods sector. Advise automatically extracts insights from data and is helping companies get the most from their data. Improving efficiencies and effectiveness with a data-driven edge over their competitors.

www.advisecp.com