

mSurvey launches first CX survey in Kenya

NAIROBI, Kenya - Telcos lead in Kenya as mSurvey reveals the first industry Net Promoter Score *Benchmarking for Africa* in an industry-first benchmarking metric. The survey is used by more than two thirds of Fortune 1000 Companies in the world.



Mobile-first consumer experience platform, [mSurvey](#) has launched the first Industry Net Promoter Score (NPS) for Africa with this study. The internationally recognised benchmarking practice is used to gauge the loyalty of a company's customer relationships and has revealed that Kenya's Telcos are leading the way in terms of customer loyalty.

The first-of-its kind insight for an African country revealed that overall, Kenyan Telcos are the most recommendable sector, with an NPS of 33; and cable and satellite services are the least recommendable sector in Kenya with a NPS of 16. Across all industries, [National Bank](#) had the highest NPS score (77). Other companies of note that recorded promising results were Safaricom (34), Naivas (29), Resolution Health Services (28) and DSTv (27).

NPS, which has been adopted by more than two thirds of Fortune 1000 companies, including Apple, Sony, Amazon, British Airways and Tesla, is a globally recognised industry management tool to drive business growth, but has yet to be formally implemented in Africa.

mSurvey has now used Net Promoter Score to measure Kenyan consumers' overall perception of brands across nine industries, including: insurance, banking, telcos, retail and cable and satellite services.

Masterclass certificate

This comes as mSurvey and CEO of [OWEN CX Group](#) and c-creator of the Net Promoter Score, Richard Owen, are set to launch Africa's first ever Net Promoter Masterclass certificate, aimed specifically at the continent's businesses looking to unlock revenue growth by understanding their customer.

The Net Promoter Masterclass is focused on heads of customer service, heads of research, chief marketing officers and business analysts; the one metric businesses need to know.

The Net Promoter Masterclass, taking place in Nairobi 5-6 December, gives participants the opportunity to understand the art of NPS and gives them a sophisticated view of how the world's best companies build customer experience leadership to drive growth, as well as apply the NPS methodology to an African consumer group.

Claire Munene, chief operating officer of mSurvey says: "Finally, decision-makers across Africa now have access to the technology that will enable them to benchmark their businesses. Using the NPS as a guide, they can better understand and evaluate their current position in the industry as well as use our other products, to further identify areas in which they can improve their performance and growth.

"We've only just scratched the surface in Africa with this world-class NPS software. By introducing NPS across Africa, starting with Kenya, companies will be business ready as they'd be informed and be able to anticipate and manage any changes they need to make for growth."

Owen added: "We are very excited to bring the very first Net Promoter Masterclass to Africa; it has been long overdue. Having taken NPS all around the world and seeing how successful it has been in other emerging markets, we believe that Africa provides a unique opportunity for innovation and for companies to accelerate their growth by tapping into the lessons of other businesses around the world.

"It's particular fitting that we will be bringing The Net Promoter Masterclass to Nairobi, one of the tech innovation hubs for Africa."

Consumer loyalty

Introduced in 2003, NPS measures the loyalty that exists between a provider and consumer. It is based on responses to how likely a consumer would recommend a company, product or service on a 0 to 10 scale. Subtracting the percentage of Detractors [those who score between 0-6] from the Promoters [those who score nine or 10] yields the NPS scores, which can be as low as -100 [if every customer is a Detractor] or as high as +100 [if every customer is a Promoter].

Launched in 2012, [mSurvey](#) is the only global mobile-first consumer experience and feedback platform leveraging SMS and mobile messaging technology to simplify access to credible, on-demand data from Africa and other emerging regions. Leveraging the growing reach of mobile phones, mSurvey's robust platform enables users to engage in real time conversations at scale, connecting them directly to people anywhere and on any topic.

mSurvey's proprietary mobile-first research platform serves customers across the globe, providing unprecedented access to rich, real time data from select or random populations in Africa. Headquartered in Nairobi, mSurvey continues to grow with regional office in San Francisco, USA.

**To register for the Net Promoter Masterclass, [click here](#).*



2017

Industry NPS Benchmark

A snapshot

mSurvey is launching Africa's first annual Industry Net Promoter benchmark for leading brands across various industries. Research has proven that companies with a higher NPS than their competitors experience more profitable growth. We had a national conversation with over 9,000 Kenyan consumers who have interacted with different brands and gathered insights across 9 sectors in Kenya. Use your NPS to see how your company ranks against your competition.



9

Industries



9,000+

Kenyan respondents



100+

Brands

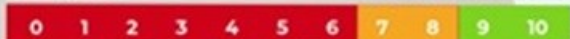
Net Promoter Score explained

On a scale of 0 (not likely) to 10 (highly likely), how likely are you to recommend company XYZ to friends and family?

Detractors

Passives

Promoters

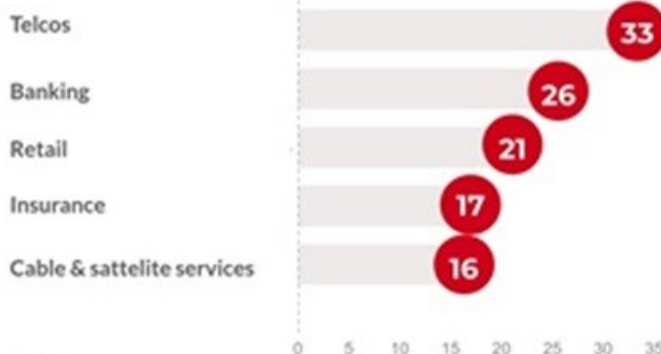


$NPS = \% \text{ promoters} - \% \text{ detractors}$

Here's a snapshot of 5 industries from this year's Net Promoter Benchmark. For more insights on this industry NPS contact us at <http://msurvey.co.ke/contact/>

Overall NPS by industry

Net promoter scores vary by industry, for best results, compare your company's NPS to that of a competitor within your industry. Below are the overall scores for 5 industries:



NPS leaders by industry





Lead the pack

mSurvey's **Voice of the customer** service enables you to measure your customer loyalty and understand the drivers of NPS through real-time customer feedback. Use these insights to create long-term brand loyalty and grow your revenue.

Start today:

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