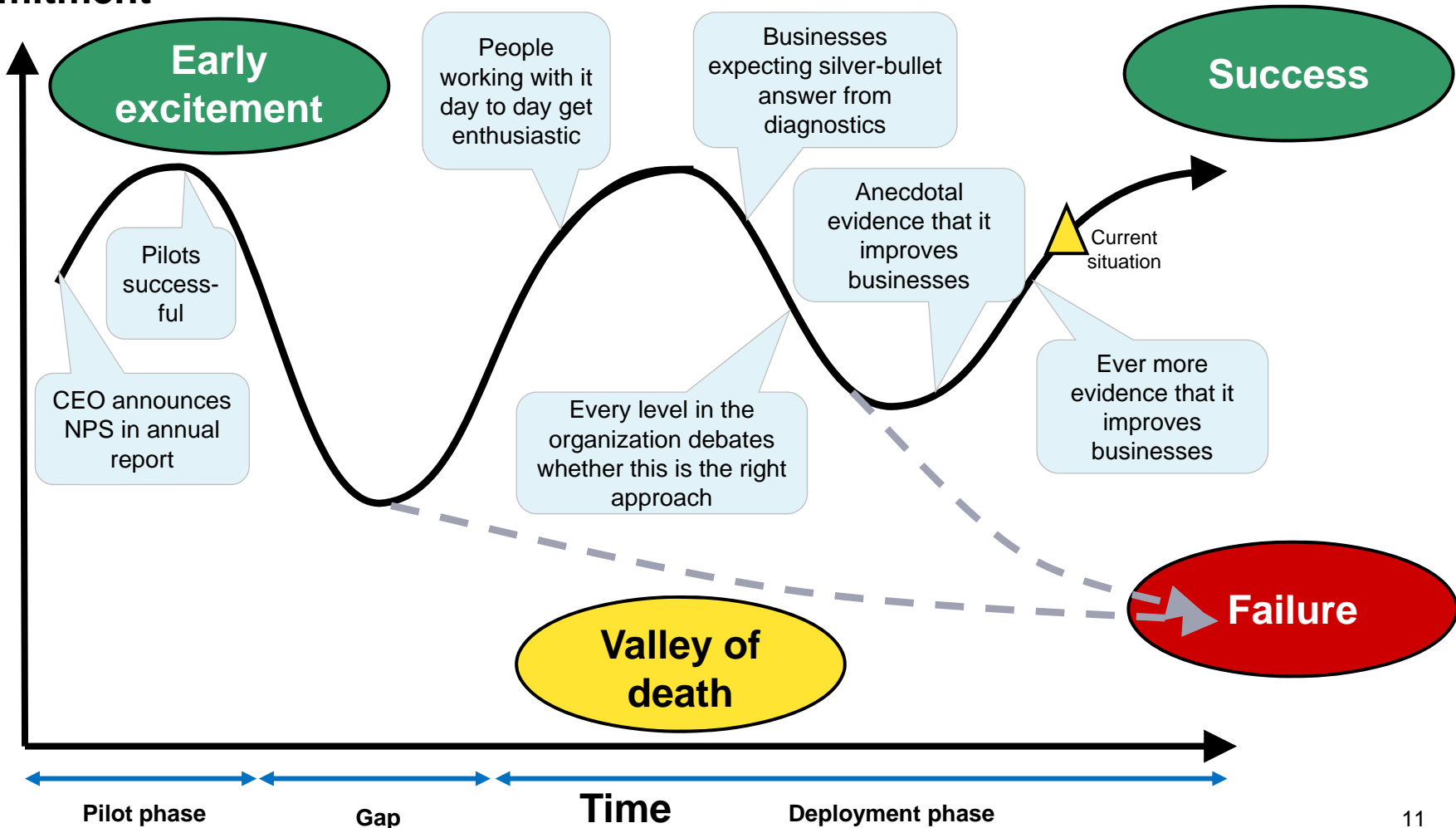


Organizational Commitment



Success factors

- ❑ Deploy with **deliberate speed** (momentum and quality)
- ❑ Have **senior executives commit** to and **lead** the change
- ❑ Put significant effort on **changing underlying culture**
- ❑ **Execute with excellence** and ensure victory is not declared too easily
- ❑ Install clear **guiding principles** for organisation, e.g.
 - At each touchpoint, execute with individual customer in mind
 - Ensure to close the loop with individual customers when asking feedback
 - Create promoters with initiatives that make sense economically

Pitfalls

- ❑ Avoid **losing momentum** because of time gap between pilots and deployment
- ❑ Do not **underestimate time and effort** required to achieve change and make it stick
- ❑ Ensure significant **involvement of people deep in the organisation**
- ❑ Avoid organisational **focus on the actual number**, not underlying drivers
- ❑ Be careful not to discredit NPS with setting the **wrong incentives**
 - It takes a while for the measurement system to become stable
 - Incentives need to be set high enough in organization to ensure employee actions are aligned with overall goals