



The Field-Tested Advantage

How to Use Net Promoter Score (NPS) to Build Loyalty and Win Repeat Business

For Sales & Marketing Teams Using Tally Books, Stickers, and Swag to Make an Impression



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Why Field Feedback Is the New Competitive Edge

In construction, oil & gas, and utilities, your reputation is your revenue. But while most companies invest in gear, giveaways, and graphics, few take the time to capture what really counts: the voice of the customer.

That's where Net Promoter Score (NPS) comes in.

Born from the research of Fred Reichheld and Bain & Company, NPS isn't just a metric, it's a mindset. It helps you uncover not just how satisfied a customer is, but whether they'd stake their reputation on recommending you.

And with the BuzzLink system and a simple QR code on a giveaway or tally book, asking the question becomes effortless.



Net Promoter Score Calculation

On a scale of 0 to 10, how likely are you to recommend our company to a friend or colleague?



$\% \text{ Promoters} - \% \text{ Detractors} = \text{NPS}$



What Is Net Promoter Score?

It starts with one question:

“On a scale of 0 to 10, how likely are you to recommend our company to a friend or colleague?”

9-10 = Promoters (fans who spread the word)

7-8 = Passives (satisfied, but not singing your praises)

0-6 = Detractors (disappointed and likely to switch)

To calculate:

$\% \text{ Promoters} - \% \text{ Detractors} = \text{NPS}$

For example:

70% Promoters – 20% Detractors = NPS of 50 (strong score!)

Credit: *NPS methodology created by Fred Reichheld / Bain & Company*

Why It Works in Field-Based Sales & Service

Most B2B teams build their brand in-person, handing out tally books, stickers, koozies, and gear. But then what? NPS gives you a lightweight, high-impact system to follow up without friction.

Here's why it works:

- **Fast** – One question. One scan.
- **Actionable** – Know who's loyal, who's lukewarm, who's slipping away.
- **Trackable** – QR codes on promotional products make response effortless.
- **Trainable** – Your crews, techs, or reps can ask the question naturally.

How to Ask Without It Feeling Salesy

Here are 3 ways to integrate the NPS question into your field conversations:

1. **After solving a problem:** “Hey, quick favor. On a scale from 0 to 10, how likely are you to recommend us?”
2. **With a giveaway or gift:** “Thanks for working with us. Scan this QR for a free gift and give us your feedback.”
3. **As a follow-up:** “We're always trying to get better. Your input would mean a lot.”

What to Do With the Answers

Promoters (9-10): Thank them. Ask for a testimonial. Offer a loyalty reward.

Passives (7-8): Follow up with a personal note. Ask what could've made it a 10.

Detractors (0-6): Respond fast. Resolve the issue. Capture what went wrong and fix it.

Use that feedback to shape your pitch, your service, and your training.

Why NPS Is More Than a Metric

NPS is not a vanity score, it's a mirror into trust.

It tells you:

- Where loyalty is strongest
- Where risk is rising
- What clients value most
- Which actions create long-term retention

Think of it as a real-time compass for your brand in the field.

BuzzLink + Tally Books = Instant Feedback Loops

This is where most companies stop. You won't.

With BuzzLink, you can:

- Embed QR codes on tally books, hard hat stickers, or swag
- Offer branded incentives to respond
- Link results to your dashboard
- Turn silent satisfaction into measurable momentum

We don't just print. We empower.

Start Simple. Stay Consistent.

You don't need a CRM.

You don't need a survey team.

You just need one question, and a way to listen.

We can help you:

Customize QR-enabled tally books

Design a done-for-you NPS gift campaign

Track results and turn them into wins

Want a Branded Version?

- Tally books with QR codes
- Promotional items that invite feedback
- Sales materials that show you're listening

Let us help you turn promotional products into powerful partnerships.

[Contact Us.](#)

