

Skill-Pill Impact Research

Dell NPS Case Study

Overview

Skill-Pill was asked by Dell Large Enterprise to create a two minute video to encourage sales employees to contact those identified as 'detractors' by a quarterly Dell satisfaction survey.

Dell Large Enterprise Background Information:

- Dell Large Enterprise give IT software, hardware and solutions advice to organisations with over 500 employees
- They have 14,000 sales makers worldwide
- Dell Large Enterprise made \$4.7bn of sales in FY 2010
- Deployed 20+ Skill-Pills in past 12 months to support sales makers

Background

The 'Net Promoter Score' is a key performance indicator at Dell. Customers are surveyed on a quarterly basis and rate their satisfaction on a 10 point scale. These scores are used to classify the customer as a 'promoter', a 'detractor' or 'neutral'. The Net Promoter Score is reached by subtracting the number of detractors from the number of promoters.

As part of this survey detractors provide more details on why they are unhappy with their experience. In order to convert these 'detractors' into 'promoters' sales employees are requested to make contact as soon as possible, talk through the customer's issues and, if possible, provide a solution. A key target at Dell is to contact these detractors within 2 weeks.

Research Aim

The aim of this research is to assess the impact that Skill-Pill had in encouraging Dell Sales employees to contact 'detractors'.

Skill-Pill Solution

Skill-Pill created a creative and engaging video featuring a recognisable personality from within the business, Stephen Murdoch.

In order to engage the sales employees, and stand-out, this video was created in a 'film noire' style, with Stephen as a private investigator seeking to help the 'customer in distress'.

The content of the video reinforces the importance of calling detractors back as soon as possible, as well as providing tips on how to conduct the call and address the issues.



This video was made available on the intranet and via the web, accessible on PC and mobile devices. The launch of the video was pushed out by email, as well as featuring in a well-read blog.

In addition to digital distribution, the video was reproduced as a comic-strip poster which was displayed across Dell.

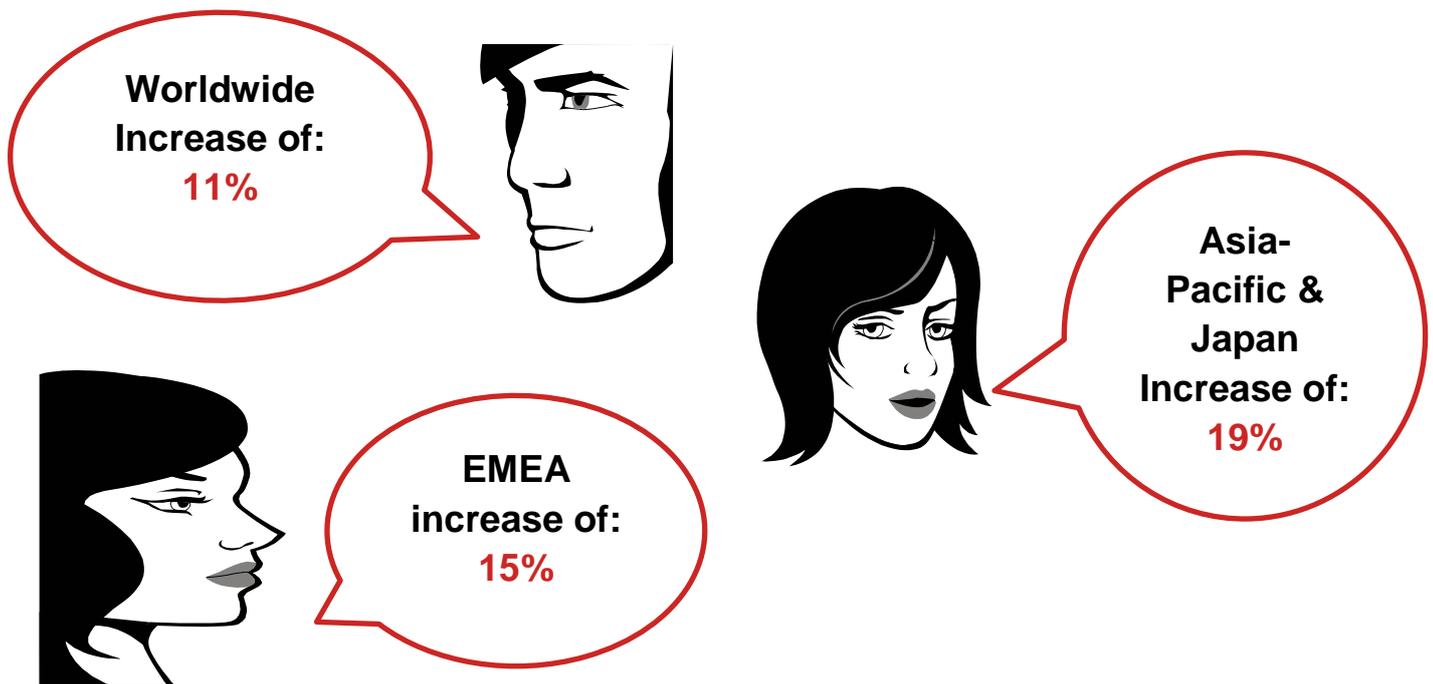


Research Methodology

The impact of the video and poster was measured in terms of how many sales employees contacted the detractors within 2 weeks of the survey, as tracked on Salesforce.com. This was compared against the 'contacts' of the previous quarter in order to assess the direct impact of the Skill-Pill campaign.

Research Findings

- 📌 **Measured in terms of % of detractors called back within 2 weeks of survey versus previous quarter**



Speaking about the NPS Skill-Pill campaign, Stephen Murdoch (VP & GM Dell Large Enterprise EMEA) remarked:

“We were delighted with this campaign. It looked great and created a buzz among our sales teams. It had a real impact on the number of sales makers calling detractors back, which has helped turn these detractors into promoters”.

The video also received a '5-star' score on the web portal.