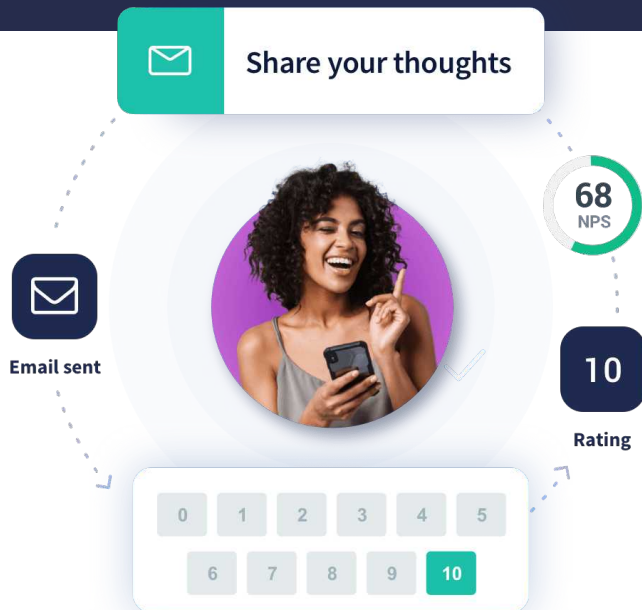


Included with Marketing Automation

NPS® Surveys

Boost your online reviews while converting unhappy customers



Core Features

- Fast Survey
- Triggered Delivery
- Fully Customizable
- Net Promoter® Dashboard
- Live Reports
- Advanced Filtering
- One-Click Reviews
- Targeted Marketing Based on NPS®
- Push Activities Back to AMS/BMS*

*Please note your AMS/BMS must allow 2-way sync to use this feature with Pathway.

NPS® Surveys helps your brokerage take advantage of one of the most effective tools on the market for gauging customer experience — the Net Promoter Score (NPS®). This automated workflow generates a strategic one-question survey that calculates an NPS® for each policyholder based on their answer. The score segments your policyholders into 3 key categories: Promoters, Passives, and Detractors. By knowing which category your policyholders are in, you can take steps to enhance their experience.

Net Promoter Score (NPS®)



Promoters are loyal to your brokerage/agency. They are happy to refer you and are good for growth.



Passives are satisfied with your brokerage/agency, but could be swayed by a more competitive offer.



Detractors are unhappy and could hurt your business with negative online reviews or bad word-of-mouth.



NPS[®] Surveys

How It Benefits Your Business

Boost Online Reviews

Once you know who your Promoters are, you can confidently ask them for an online review. Many brokers/agents report receiving a handful of favorable Google, Yelp and Facebook reviews overnight just from asking the right group of policyholders.

Decrease Lost Clients

NPS[®] makes it easy to identify which policyholders are unhappy so you can reach out, listen to their concerns, and make things right. By showing dissatisfied customers you care about their concerns, you decrease the likelihood they'll jump ship when the time comes to renew.

Upsell & Cross-Sell Happy Clients

Happy customers are the best place to devote your upselling and cross-selling efforts. With the NPS[®] you'll know exactly who your Promoters are so you can direct these types of campaigns to them.

Benchmark the Competition

Use your NPS[®] data to measure how well your brokerage stacks up to your competitors when it comes to client satisfaction.

Why Choose Pathway?

Pathway delivers cutting-edge insurance automation tools tailored for progressive agencies in the United States, Canada, and the UK. Anticipating industry trends and responding to evolving client needs, our intuitive cloud-based software is designed to propel medium to enterprise - sized brokerages to success.