

# Net Promoter Score Rates WDM Mailing House as ‘World Class’

## World Class Customer Service

In business, it's important to measure your success, and this can take many forms: revenue, profit, staff turnover etc. Alternatively, you can do so by speaking to your customers and asking how likely they are to refer you to a friend or colleague, and what can be done to improve the overall experience with your company. The result of this is called the NPS Net Promoter Score, and the net promoter score benchmarks can range from -100 to +100.



In simple terms, if your company is 0 or below 0 – there are big issues, ones that need sorting as soon as possible. If your business is rated above 0, you're doing well. Above 50 and your company is doing great. Above 70 and you are one of the top customer-centric companies in the country. If you rank higher than 70, your customers are exceptionally pleased with your service and generate a lot of positive word-of-mouth referrals.

Just before our busiest period ever at Christmas, we put out our first Net Promoter Score Survey. As a mailing house that prides ourselves on direct mail fulfilment, we were keen to find out just how much our customers regard our direct mailing services. Luckily, we were not disappointed.

Our NPS Net Promoter Score came back at an astounding +83. That is a full 13 points above the 'world-class' company Net Promoter Score benchmarks.

Our Managing Director, Lynn Beasley, said of the Net Promoter Score survey: "We'd never done this before so we were a little apprehensive and didn't know what to expect. We thought we might be doing well, but even we were astonished by how well our customers rated us."

## WDM's score put into Context

To put our print and mail services rating into context, WDM is rated alongside the likes of First Direct (+73), John Lewis (+42) and M&S Food (+31).

But, as we are not a bank or retail store – we're one of the biggest printing companies in the North East offering direct mail services and variable digital printing – a more apt comparison would be against the wider Marketing and Creative Agencies surveyed by Inavero, in 2017. This survey scored them at an average of +15.

This more accurate comparison puts WDM a huge 68 points above the average for its industry.

Marketing Manager, Jason Sullock, was over the moon with the result: "You can't get much better than that. Personally, I couldn't be happier for the staff... it's their win. From Graeme and Katie in data processing, Wendy and Paul operating the direct mail fulfilment machinery, to Steve in account management and Eric in warehousing and dispatch. Everyone in this family-run business can be proud of the result. It shows that the way we conduct ourselves and work with our customers is appreciated. This is what sets us apart from the crowd."

## The Future for WDM Mailing House

We're so happy with our Net Promoter Score, and we are aiming to maintain the world-class mailing house and direct mail fulfilment status.

Director, David Beasley, said: "We will continue to provide great customer service and we will ensure we do this while we're expanding rapidly. We're considering going multi-site within the next twelve months – but we have a plan, and our people are central to it. We couldn't have got where we are now without them, and we're thankful for their willingness to pitch in. Over the next few months, we're going to be taking on more staff and bringing in more machinery to boost our productivity even further."

Currently, WDM already holds ISO9001, ISO14001, OHSAS18001 and the future plans will help us gain ISO27001 certification in the next few weeks.

The last word goes to Chris, who is 'learning the ropes' as an account executive, and is likely to be one of the first voices you hear if you ring up WDM.

"Whatever walk of life you're in, people deal with people, and they like to work with people they can trust and who do the job right. That's why we win out!"

## Need more information?

As a leading UK mailing company, we're proud of our experience in design, personalised digital printing, litho printing and direct mail marketing management.

So, if you would like to have a chat about managing your direct mail or hybrid mail overheads, increasing your response rates, and achieving your communication objectives...

Get in touch with us. We'd love to help you.

## Contact Options:

Web Chat (bottom right)

Telephone: 0191 487 5148

Email: [info@wdmonline.co.uk](mailto:info@wdmonline.co.uk)

You can also order your free WDM brochure and print sample pack today by completing the form on this website.