

WEBINAR



18th of October , 2018; From: 16:00 to 17:00

“Net Promoter Score-NPS ” AGENDA

- 16:00: *Introduction and Summary of the Conference subject, by Maurice FitzGerald.*
- 17:00 *End.*

The Conference Will be centered on the the main following concepts :

1. The Net Promoter System- NPS: Its main concepts, structure, evolution and purposes.
2. Correlation between the NPS trends and Business Results. Do NPS trends really predict revenue?
3. The score and the system. Resist the temptation to just gather data.
4. The role of the customer experience leader in the Net Promoter System.
5. Questions the audience have submitted in advance.

SPEAKER: Maurice FitzGerald



Maurice FitzGerald, VP Customer Experience HP and HPE Software (rtd.) author, founder Maurice FitzGerald Consulting

Now the person who has made the most guest appearances on the Bain Net Promoter System Podcast, Maurice is the author of *Net Promoter – Implement the System*, and two other books on customer strategy.

Maurice retired from Hewlett Packard Enterprise where he was Vice-President of Customer Experience for Software until 2016. Before moving to Software in 2012, he spent six years as a member of both the overall HP EMEA Leadership Team and the EMEA Enterprise Business Management Team. He implemented HP strategies that cross all businesses and functions, with a special focus improving Enterprise customer experience. Other work included business strategy development for emerging markets, vertical industries, and a variety of transformational initiatives particularly in sales. He led the EDS / HP integration work for the Enterprise Business in Europe the Middle East and Africa.

Maurice started his career with a stopwatch in his hand in a Wrangler clothing factory. His expertise in logistics and software then took his career to Digital Equipment Corporation, Compaq, and HP. He obtained his Industrial Engineering degree from University College Galway, Ireland.