



More Than Just Buzz: The Significance of the Net Promoter Score (NPS) for Payers—video

Jean-Pierre Stephan
Managing Director, Accenture Health

Historically, the business to business health insurance marketplace has insulated insurers from the implications of delivering poor experience. And this is primarily due to the fact that employers historically really viewed their purchasing decisions based on price and medical cost savings. Today that has dramatically changed. Today, employers of all sizes are selecting based on experience and engagement. So this presents both an opportunity and a challenge for employers and health insurers.

To improve the customer experience, you need to measure what does customer experience success look like. This starts with measuring perception. There are four basics: first, customer satisfaction; likelihood to stay; ease of doing business; and likelihood to recommend or Net Promoter Score. The significance of Net Promoter Score for payers is that it provides payers with a means to measure success of customer experience. But more importantly, through Accenture analysis, we looked at eight payers – commercial payers as well as non-profit payer – over a span of four years from 2012 to 2015.

And what we found is that if a Net Promoter Score went up in a given year, we saw membership go up. If the Net Promoter Score went down, we saw a decline in membership. So this would conclude that organizations that prioritized the experience, but furthermore measure Net Promoter Score, will differentiate in the marketplace.