

# Open Data Interchange for Net Promoter System

## Introduction to version 1.0

January 2014

# Why have an Open Data Interchange?

- To create a fair, competitive market that does not lock the customer in to a particular vendor or group.
- To enable organisations across the globe to port data between any Net Promoter software services that adhere to the Standard.
- To improve transparency of and confidence in reported Net Promoter Scores.
- To put the Net Promoter System a step further on the path to becoming the gold standard cross-industry customer loyalty metric.

# What does it look like?

- A standard import/export data template for the Net Promoter System.
- This will mean organisations will be able to import and export data between systems, and mix, match, and change software providers as needed.
- This is a proposed Net Promoter Open Data Interchange IMPORT/EXPORT format, v1.0. This will be modified with the collaboration of industry stakeholders.

# File format

- Data should be presented in a “flat file” format
  - All fields on one line
- You can work in Excel or other formats

# Parts of the data - Overview

- Personal Contact Data (relates to the person)
  - Name, email etc
  - Language
  - Personal Segmentation (job level etc)
- Company Contact Data (B2B - relates to the account)
  - Name
  - Address
  - Country
  - Company segmentation data (division, size of company, salesperson)
- Miscellaneous
  - Date reference
  - Other segmentation details

# Personal Section

Field Name	Description	Type
CustomerNumber	Your reference for this customer, customer ID eg 446788 (could be Salesforce Customer Number)	char
Email	(MANDATORY) Contact email address (eg John.Smith@mail.com)	Char(100)
SMSTelephone	International standard: + CountryCode Local Number, e.g. +1 212 5555 5555	Char(150)
FirstName	Eg "John"	Char(60)
LastName	Eg "Smith"	Char(60)
Salutation	Eg "Mr"	Char(20)
JobPosition	Eg "Marketing Manager"	Char(255)
JobLevel	This shows person in hierachy, Eg "A" (can be one of ABCU, A is Strategic eg CxO, VP, B = Tactical eg Manager, C= Operational, U=Unknown )	Char(1)
Language	ISO 639: Two-letter Language Code for invite and survey, e.g. EN	Char(2)

# Company Section (B2B-focused)

Field Name	Description	Type
CompanyNumber	Company reference, company ID eg ACME12, Account Number, Salesforce Account Ref, etc	Char(255)
Company	Company Name, eg ACME	text
CompanyRevenue	Last fiscal year revenue	float
CompanyRevenueCluster	Pareto indication of Revenue High or Low. Helps to show on heat map. Use "A" High or "B" Low	Char(1)
AgentName	Relevant person who interacted on this transaction or account	Char(255)
AgentEmail	Email for the AgentName	Char(255)
Country	MANDATORY Eg "US" (2-digit names, ISO standard)	Char(2)
State	Respondent State	Char(255)
Area	Respondent Area	Char(255)
City	Respondent City	Char(255)
Division	Respondent Division, Eg, Marketing	Char(15)

# Other Fields

Field Name	Description	Type
Currency	ISO 4217 Currency Code: USD, EUR, etc	Char(3)
NPSFormat	Transactional/relationship	Enum(Transactional/ Relationship)
NPSType	b2b/b2c/b2e	Enum(b2b/b2c/b2e)
NumberOrder	Unique transaction identifier, e.g. order number, call ID, etc	tinytext
OrderValue	Order value if transactional	Decimal(15)
DateOrder	Date the transaction occurred (MANDATORY), required for reporting purposes. Date cannot exceed the upload date	date (yyyy-mm-dd hh:mm:ss)



# Other Fields (cont)

Field Name	Description	Type
segment_a	Custom data, can be used as organisation needs (distinct values, for filtering)	Char(100)
segment_b	Custom data, can be used as organisation needs (distinct values, for filtering)	Char(100)
segment_c	Custom data, can be used as organisation needs (distinct values, for filtering)	Char(100)
segment_d	Custom data, can be used as organisation needs (distinct values, for filtering)	Char(100)
segment_e	Custom data long text, (not available for filtering)	Char(255)
FlightName	Name of flight "Spring 2013"	Char(255)
NetPromoterScore	0 – 10 standard (mandatory)	int(2)
Comment	Verbatim Text, comment, up to 65K chars UTF-8	text
SurveyCompletedDate	Survey completed: YYYY-MM-DD HH:MM:SS	date (yyyy-mm-dd hh:mm:ss)
EmailSentDate	Survey invite sent: YYYY-MM-DD HH:MM:SS	date (yyyy-mm-dd hh:mm:ss)
FollowUpRequired	Y or N : Did customer ask for a follow up call? (Case sensitive)	char(1)

# Details

- Mandatory field needs to be filled in.
- Do not change the order of the column.
- If the data field(s) is not applicable to your situation do not delete the column(s) and just leave it as blank (do not use null as a value).
- Supported date format are:
  - For xls any standard xls date format is supported.
  - For csv and xml file type the date format should be yyyy-mm-dd hh:ii:ss ,i.e. 2014-12-01 12:00:00