**Higher Net Promoter Score through a Product Introduction Process**

Developed by: < Name >, < Key Players >

**Headline:** Product Development should implement an end-to-end Product Introduction Process by Oct 1, 2023. This will result in an estimated 10% increase in NPS, while avoiding 235 calls from angry customers created by using < product > wrongly for < purpose >.

**Problem Statement**

Since early 2022 more than 456 angry customers have called our support desk since they use [product X] to [purpose] which it is not made for. Our product marketing team doesn’t align its communications clearly with our sales and support teams, so they end up setting the wrong expectations and can’t explain why [product X] isn’t fit to [purpose].

**Recommended Approach**

Hold a workshop with the relevant experts from Development, Product Marketing, Sales and Support to map our first Product Introduction Process flow. This should clarify responsibilities as well as the main activities and tasks related with each product introduction.

The process must then be executed for each product introduction, while continuously incorporating new learnings so that each introduction is based on our collective learnings from the last one.

A tool such as Gluu allows for quick Understanding, Execution and Improvement of our process across all functions.

**Leading to more satisfied customers**

We expect to solve the problem during the first product introduction with the new process before moving onto other improvements:

|  |  |  |
| --- | --- | --- |
| **Key Metric** | **Current Measure** | **Target by Dec 2023** |
| NPS Score | 45 | 50 *(+10%)* |
| Complaint call volume | 45 / month | 22 / month *(-50%)* |
| Introduction speed | 8 months | 4 months *(-50%)* |

**Required Investment.**

5 work days from 2 people in 4 functions = 40 work internal work days  
Assistance by Gluu consultant = €3,900 / $3,900   
Annual operations: Gluu’s Pro plan (€300) for 20 people = €6,000