

Auror and NPS: The Ultimate Crime-Fighting Duo



Auror offers real-time crime intelligence.

Auror provides retailers and law enforcement agencies with the information they need to prevent and solve crimes quicker. Auror uses powerful, real-time data to solve crimes all over the world. To say that they are not your typical, modern tech company is the understatement of the century.

For starters, if you're a Harry Potter fanatic, the name probably sounds familiar. In J.K. Rowling's magical world, Aurors are an elite unit of highly-trained wizards and witches tasked with upholding the law and protecting communities. Auror's magical world job is to empower crimefighters, the team drew some fantastic parallels to their product. "Our job is to make our software do magic with data, helping crimefighters to solve and prevent crimes more effectively," says Tom Batterbury, Auror Co-Founder. While on the surface, you may believe that crime fighting solutions are already very sophisticated — especially if you're basing your view of this industry through the lens of Hollywood—the reality is that crime fighting technology is less Jason Bourne and more Law and Order.

"Many police forces have legacy systems that were developed in the 80s — black screens, green text, etc," recalls Batterbury. Retailers have also been under-served with crusty solutions that focus on recording incidents, not preventing them. This represented a major opportunity to bridge the gap between retailers and the police. Shoplifting alone costs New Zealand retailers upwards of \$2 million every day. Combine the massive impact on profitability from shoplifting and a serious lack of modern technology in the space, and you have a recipe for a truly groundbreaking technology company to offer up true, industry-shifting disruption.

What's more is that most law enforcement systems do not communicate with one another. For instance, in the U.S. alone there are 18,000 law enforcement agencies that require deep collaboration to solve crimes, yet most of their systems are unable to communicate with one another.

In other words, Auror is poised to launch a crime fighting revolution across the globe.



We wanted to have a continuous, real-time pulse on user satisfaction. AskNicely is a perfect tool for that.

**TOM BATTERBURY,
CO-FOUNDER OF AUROR**



AskNicely enables us to get feedback every day from our users in real-time — whether they're retail or police, head office or in a store, in New Zealand or Australia.

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Crushing Customer Happiness Benchmarks with AskNicely

With Auror's rapid growth from New Zealand into Australia and beyond, it was becoming abundantly clear that they needed to rally around the one metric with real business impact: Net Promoter Score.

"NPS touches every aspect of our company. Every team, every role can positively influence NPS, which makes it powerful." Prior to getting started with AskNicely, there was little insight into customer success. "It's easy to get in this trap of only engaging with your most vocal users because they're the loudest. With AskNicely, we get continuous feedback from our whole community of users, not just the most vocal," muses Batterbury.

When Auror started tracking NPS, the general feeling was that NPS would be low. "If I had to guess, I would have said we had about a 20 to 30 Net Promoter Score," said Batterbury. The result was a score of around 50. They were already several steps ahead of where they thought they were. The continued to go upwards and onwards from there. "In 2017, everything was about setting new benchmarks," recalled Batterbury. "This year, we made it one of top 3 priorities to get to an NPS score of 60, up from 50. We've already passed it. We're at 65 NPS right now, which is pretty cool."

Leveraging Real-Time User Feedback For True Business Impact

From the beginning, Auror was able to easily identify three major areas of business impact. The first is user happiness. By receiving user feedback every day, Auror was able to have a better understanding of their customers' health. The user feedback loop helps us demonstrate the value we deliver to our large customers. Co-Founder, Tom Batterbury elaborates: "AskNicely helps us demonstrate the value we deliver to our customers. Our head office champions don't often see the value we're creating day-to-day for their stores teams. AskNicely gives us a real-time feedback mechanism from staff within their stores. We're able to share this feedback with our champions at head office."

Secondly, AskNicely enables Auror to start dialogue with more of their community of crimefighters. This is central to their strategy. "The closer we are to our users the better product and service we can provide them," elaborates Batterbury.

Lastly, Auror is able to measure their impact by geography. As their software has a network effect, it gets more useful as more users and data is captured in the community. "It's useful to be able to track how we're going when we enter new geographies and where we need to focus our engagement efforts," explains Batterbury.

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From business growth to rapid product development to fundraising initiatives, AskNicely enables technology companies to close the feedback loop that results in true business impact.

Auror's Path to 80, And a Worldwide Crime Fighting Revolution

Since blowing right past their 20-percent growth goal (Auror currently enjoys a net promoter score of 65) in such a short period of time, the next obvious goal is world-class customer happiness. "We're building software that solves real crimes in our community. Auror is doing something that really matters. So if we get a 1, we take it very seriously. We'd love to see our NPS reach 70 or 80," says Batterbury.





Founded in 2014, AskNicely is a fast-growing SaaS company that helps thousands of forward-thinking companies like Reddit, Xero and Jetstar to transform customer experiences and drive business growth by automatically collecting and taking action on customer feedback in real time — powered by the Net Promoter Score framework. Rated #1 by G2Crowd, AskNicely empowers entire organizations with insights and understanding to reduce churn, increase customer retention and automate advocacy. AskNicely has offices in Portland, Oregon and Auckland, New Zealand.

To learn more about how to automate your NPS for true business impact visit at asknicely.com