VEROTERRA
Happy <AI> Customers

Innovation Highlights: Real-time NPS

Why email is too slow for NPS data today

DBSI

VISIONARY VOICES 2025

Ray K. Ragan, MBA, PMP

Co-Founder and Inventor of the Mirror

Why Real-time NPS

The Gray Bias[1]

The Negative Bias[2]

Costly Negative Reviews[3]

1. https://digitalcommons.csp.edu/cgi/viewcontent.cgi?article=1027&context=comjournal
2. https://www.nyu.edu/about/news-publications/news/2017/december/we-overstate-our-negative-feelings-in-surveys--new-research-show.html
3. https://www.shoutaboutus.com/blog/three-quarters-of-consumers-are-willing-to-change-negative-reviews-but-only-if-your-business-responds

Of all your branch traffic only about 1 out of 60 will respond to your NPS Email Survey![1]

1. VeroTerra Research

The Improvements Using VeroTerra Mirror vs. NPS® Email Surveys

| NPS® Email Surveys	VeroTerra Mirror
Friction via email or SMS surveys	Touchless using natural hand gestures
Low response rate (1-10%)	Over 90% response rate
Negative biased	Accurate
Not immediate at time of service	Immediate- at time of service
No opportunity to remediate	Opportunity to remediate
20+ Years in Market	First Real-Time Promoter Score™
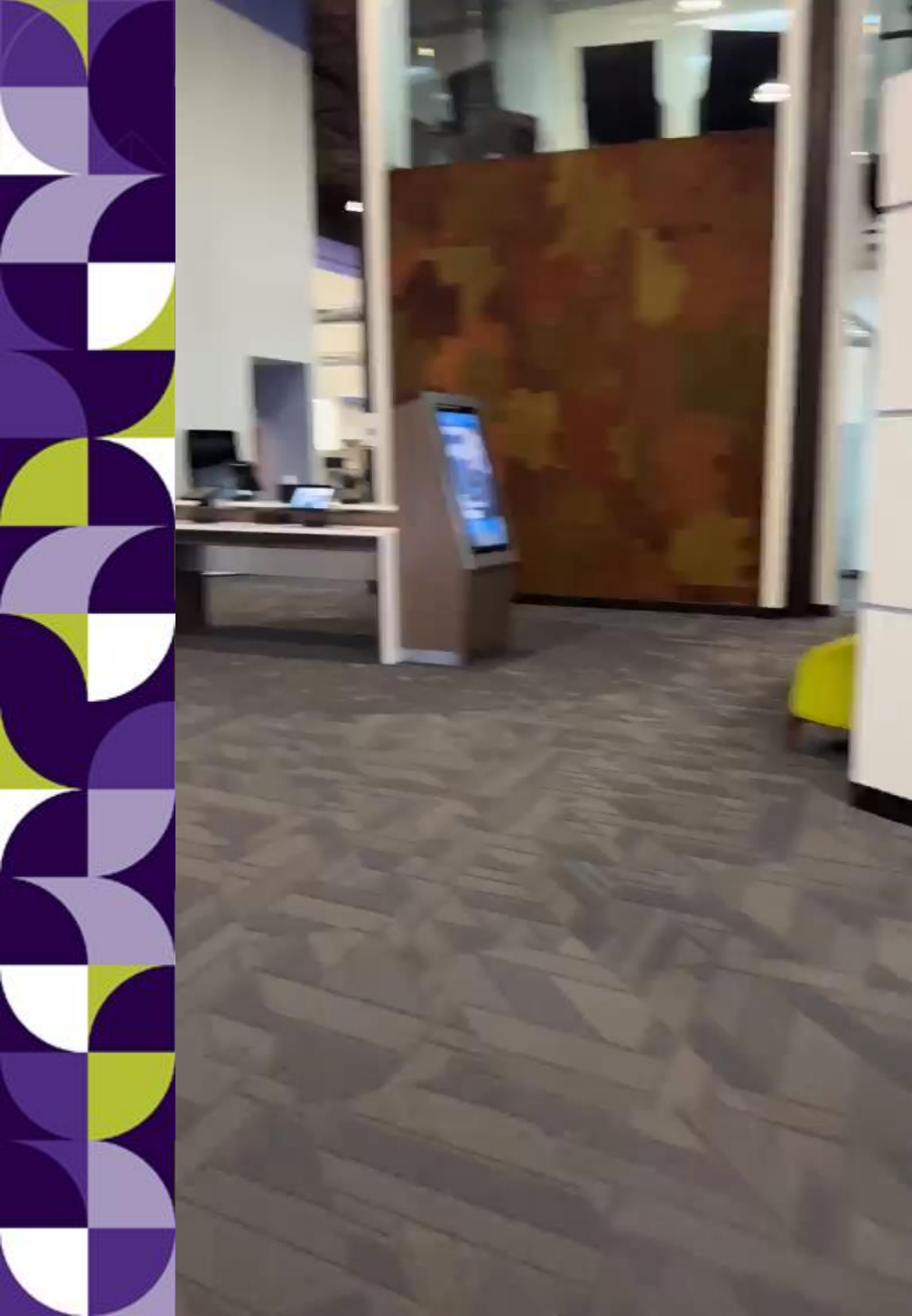
VeroTerra's Patented Mirror™

Demilitarized computer vision and AI technology that gets real-time NPS data before your customer/member even leaves your branch.

Finally, you can do something about a bad experience before it's a Google review.

VISIONARY VOICES 2025

How does it work?

1. A VeroTerra Mirror is placed in your branch

2. Connect to the Internet

3. The Mirror starts ethically collecting real-time NPS data using AI Vision

VISIONARY VOICES 2025
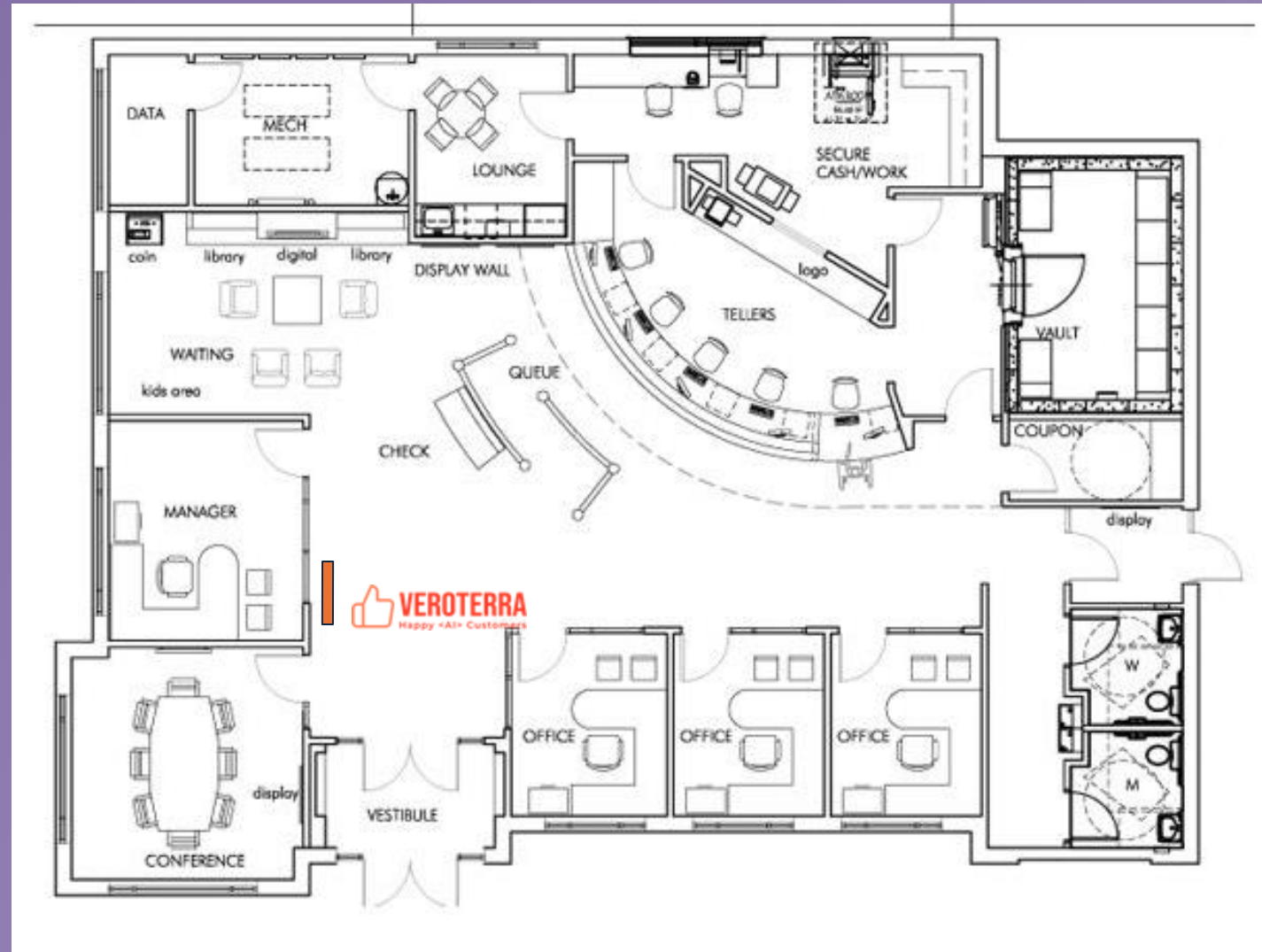
Resolve problems before they become a Google review

Find out in real-time what a branch's NPS really is.

Visionary Voices 2025