

# Uncovering the power of organic growth





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# Our journey

2015  
Our beginnings

2019  
First advertising  
2m customers

2017  
Banking licence  
250k customers

 2024   
Over 9m customers

# Customer Centricity at Monzo



User research team



Empowering others to do research



Customer conversations programme



Research informs our product

Our mission is to

To make money work  
for everyone





Friend pays with a Monzo



We talk about Monzo



Growth research at Monzo

# Why a word of mouth strategy?



Enhance our  
organic growth  
engine



Enable network  
effects and  
recommendations



Focus on moments  
customers are  
excited about

# Using Net Promoter Score (NPS)



It's a tool we have readily to hand



We have 3 distinct & established groups



Question is centered around recommendations



The power is in the verbatim

Focusing on  
**Promoters** as  
they are our  
biggest  
advocates!

On a scale of 0 to 10, how likely are you to recommend Monzo to a friend or a relative?

0 1 2 3 4 5 6 7 8 9 10





# Uncovering recommendations

1

**Promoter  
verbatimims**

2

**Thematic  
Analysis**

3

**Socialising  
themes**

4

**Develop 4  
pillars**



Word of mouth =  
Pillars to protect



# Tips for development



## Pillars

Aim for no more than  
five pillars



## Source

External research can  
be a better tool



## Language

Keep it in your  
customers language

# Using the pillars



- 1 **Frame them in a relevant way**
- 2 **Develop your toolkit**
- 3 **Input them into strategy**
- 4 **Honour your promoters**

# NPS is more than just a score

- Customers tell us the **why**
- 😊 Promoters will **speak about your brand** in the moments that matter



# Takeaways from today



Keep **customer conversations** at the heart of insights and growth research.



Don't let NPS **be a score alone**. Let it live as a conversation too.



Develop a **word-of-mouth strategy** to deliver customer retention and acquisition goals.

# Q&A

