



Proven Business Impact

This case study was selected in August 2026 by an independent panel of CXPA judges for recognition of its demonstration of the positive business impact created through a customer experience focus.

CXPA Proven Business Impact: Salamanca Solutions International – Turning NPS® into a Play Store Shield

Company Overview

Salamanca Solutions International (SSI), the technology branch of Accell, partnered with Viva to improve the digital experience of mobile app users. The initiative focused on transforming customer feedback into proactive service recovery and protecting the public reputation of the Viva digital ecosystem.

Business Challenge

Dissatisfied users had no structured outlet for addressing problems before posting negative public reviews. Following the unification of the Viva App and ALVA Super App in June 2025, the Play Store rating collapsed to 1.9 stars, driven by 2,335 negative reviews and a Net Sentiment score of -90%. The organization needed a scalable way to recover trust, stabilize customer sentiment, and protect the app's public reputation.

Customer Experience Initiative: Close the Loop, Lock the Score

SSI transformed its Net Promoter System into a real-time closed-loop recovery process. Detractors were directed into structured service recovery workflows while promoters were invited to submit public Play Store reviews without leaving the app experience. Transactional NPS surveys, automated outreach rules, complaint resolution workflows, and daily monitoring created a continuous feedback engine that connected customer sentiment directly to operational action.

Rather than using NPS solely as a measurement tool, SSI used it as an intervention mechanism. Every detractor signal triggered follow-up, resolution, and tracking. At the same time, satisfied users were encouraged to share their experiences publicly, correcting the natural imbalance in which dissatisfied users are more likely to leave reviews.

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Proven Business Impact

Restored public trust and app-store credibility

- Play Store rating improved from 1.9 stars following app unification to 4.3 stars by June 2026.
- The score recovered to a level comparable with leading applications and became significantly more stable over time.

Improved customer sentiment

- Net Sentiment recovered from -90% following migration to +10% by June 2026.
- NPS improved from -32 after migration to +20 after the strengthened Close-the-Loop process was implemented.

Increased engagement and adoption

- Daily Active Users increased from a baseline index of 1.0x to 3.5x.
- Monthly Active Users increased from 1.0x to 3.8x.
- The initiative helped strengthen customer loyalty and reduce digital abandonment.

Created a high-performing service recovery model

- 98% of reported issues were successfully resolved.
- Average resolution time improved to approximately 12 minutes by June 2026.
- 83.4% of detractor users were successfully recovered through proactive outreach and issue resolution.

Established long-term score stability

- The volume of customer feedback increased substantially, reducing the volatility of public ratings.
- The organization created an ongoing mechanism for managing customer dissatisfaction before it became public reputational damage.

Key Lessons

SSI demonstrated that NPS creates value when paired with action. By treating customer feedback as an operational trigger rather than a scorecard, the organization transformed detractors into service recovery opportunities, improved public reputation, and strengthened customer engagement. The case highlights the importance of resolving dissatisfaction before it becomes visible to prospective customers.

Core Business KPIs Impacted

Play Store Rating; Net Sentiment; Net Promoter Score (NPS); Daily Active Users (DAU); Monthly Active Users (MAU); Resolution Rate; Time to Resolution; Detractor Recovery Rate; App Retention; and Digital Channel Adoption.