What is Net Promoter Score (NPS)?

NPS is one of the most powerful metrics a business can use. It measures client satisfaction and the likelihood a client will recommend your service. Your score is based on only one important question. The simplicity of only asking only this one key question means higher response rates and provides your team with valuable information to improve retention and growth.

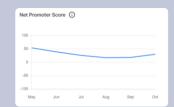## On a scale of 1 to 10, how likely are you to recommend our company to a friend or colleague?

How are you scored?

Your respondents rate you out of 10. Depending on their rating, they are categorised as either detractors, passives, or promoters. Your final NPS score is on a sliding scale ranging from -100 to +100 based on your average rating.

1   2   3   4   5   6   7   8   9   10

1 to 6
A **detractor** is unlikely to recommend you.

7 or 8
A **passive** customer that whilst satisfied, will be unlikely to recommend you.

9 or 10
A **promoter** is the most likely to recommend you to others.

How do you work out your NPS?

Imagine you have 10 responses to your NPS. 6 (60%) are promoters, 2 (20%) are passives and 2 (20%) are detractors. Subtract the percentage of detractors from the percentage of your promoters. This will be calculated automatically and will be visible on your dashboard.

60% promoters − 20% detractors = 40 NPS

This is your NPS score. In this case, 40, which is considered favorable.

Net Promoter Score ⓘ

What is a good NPS score*?

>20 is favourable

>50 is excellent

>80 is world class

How can you use your NPS?

1. Promoters are the best clients to ask for reviews or referrals, and they can become real advocates for your business. Communicate with them about their positive experiences and what you can do to turn more clients into promoters.

2. Reach out to your detractors to learn what you can do to improve their experience and begin to act on their feedback.

3. Your clients want to feel heard. By acting on the feedback you are given you can develop your services, reach new clients through word of mouth and build long lasting relationships.

Clientshare