

What is NPS?

NPS stands for Net Promoter Score.

It measures the likelihood, on a 1-10 scale, that someone will recommend a service to someone else.

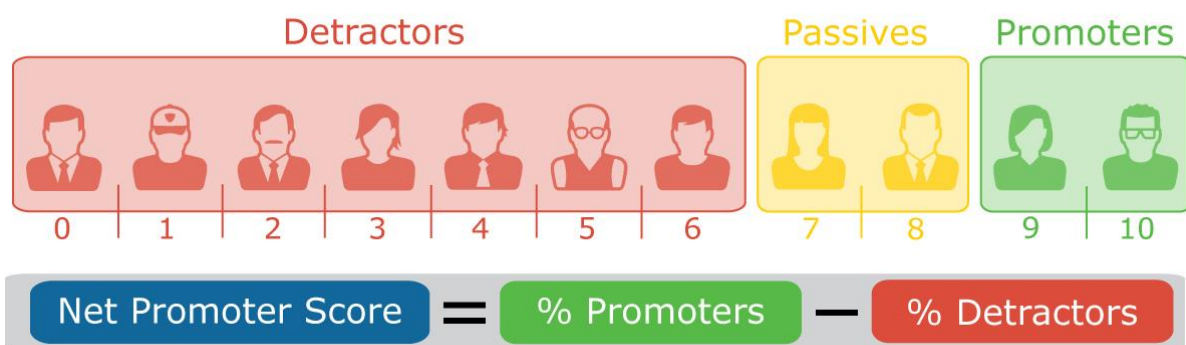
It is used to gauge customer's overall satisfaction with a company's product or service and the customer's loyalty to the brand.

How is the NPS calculated?

It uses one basic question to measure customer loyalty:

"How likely is it that you would recommend our organisation to a friend or colleague?"

The question uses a score of 0-10 and respondents' scores are grouped as follows.



- Promoters (score 9-10)
- Passives (score 7-8)
- Detractors (score 0-6)

The NPS subtracts the percentage of Detractors from the percentage of Promoters, which can range from a low of -100 (if every customer is a Detractor) to a high of 100 (if every customer is a Promoter).

We also ask consumers to explain their reason for giving us their score so we can identify the specific areas of our service that consumers like, and more importantly to identify any area of our service that does not meet their expectations, or that needs improvement.