

# The Ultimate NPS® Cheat Sheet



## What Is NPS?

NPS is short for Net Promoter Score® or Net Promoter System®. It is a methodology for determining and increasing customer satisfaction and loyalty by identifying how likely customers are to recommend a company or product to friends or colleagues.



## By using the Net Promoter System, you can:

- ✓ Quickly identify dissatisfied, potentially churning customers and alert relevant stakeholders
- ✓ Understand reasons for churn and identify areas for improvement
- ✓ Win back critics with personalized measures and leverage fans for referrals

## How to Calculate NPS?

### Step 1: Survey Customers

### Step 2: Categorize Answers Based on the Submitted Score

#### 😊 Promoters (score of 9 or 10)

They are loyal fans and advocates of a company who are likely to recommend it to others and have high repurchase rates.

#### 😐 Passive (score of 7 or 8)

They are basically satisfied, but have no emotional attachment to the product or company. They may also buy from the competition.

#### 😞 Detractors: (score of 0–6 points)

They are dissatisfied and tend to leave quickly. In some circumstances, they express their displeasure by leaving negative reviews or comments on social media.

### Step 3: Calculate the NPS

Based on the total number of responses received, the percentage of detractors is subtracted from that of promoters. The passives are not included in the equation. The result is a number between -100 and +100.

An example:

Total number of responses: 150

Promoters: 98 | Passives: 20 | Detractors: 32

∨

% of Promoters: 65 | % of Detractors: 21

∨

% of Promoters - % of Detractors = NPS

65 - 21 = 44



## Following up on NPS feedback

### 😊 Promoters:

- Identify reasons for their positive experience
- Ask for reviews on rating portals
- Continue to build loyalty through referral programs
- Show appreciation with thank you messages

### 😐 Passives:

- Determine & analyze user behavior
- Ask for potential for improvement
- Offer additional service & support
- Review competitor offers & provide better options

### 😞 Detractors:

- Open tickets in customer service and actively reach out to customers to resolve issues
- Initiate apology & reconciliation measures
- Question & analyze reasons for negative experience
- Initiate improvements based on feedback



### NPS data can be used to:

- ✓ Train employees and improve service quality
- ✓ Introduce product and process improvements
- ✓ Address customers personalized according to their experience
- ✓ Identify reasons for dissatisfaction and churn
- ✓ Perform a customer health check and identify critics
- ✓ Use promoters for free referrals
- ✓ Create growth and revenue forecasts
- ✓ Build and increase customer loyalty and retention
- ✓ Increase customer lifetime value and repurchase rates

## The Net Promoter System with zenloop

zenloop offers customised NPS surveys for every touchpoint, guaranteeing the highest response rates and actionable feedback. Our platform enables the automated collection and analysis of customer feedback across different channels along the entire customer journey. As a result, personalized measures can be delivered to retain satisfied customers and win back dissatisfied customers.