THE **ULTIMATE** GUIDE TO **NPS**

100 Day Action Plan

Customer Thermometer

Intro

Welcome!

Whether you're discovering or rediscovering NPS, this guide is for you! NPS is a great measure of customer loyalty, retention and experience – a universal KPI that every organization can embrace.

The principle of NPS is simple, just one question! But putting a full NPS program into practice by knowing how to optimize, analyze and act upon NPS feedback makes all the difference.

You'll find this guide packed with best practice, bright ideas and step-by-step tips.

Like how to set goals, compose surveys, close feedback loops, even implement strategy for different NPS groups – everything you need to realize and increase the benefits of NPS.

It's all borne from decades of experience, not just from the team at Customer Thermometer, but also with thanks to top brands, authors and business leaders whose extra insights have proved invaluable.

Accompanying this guide is a 10-part video series of short tutorials, plus there's new NPS and CSAT content every week at customerthermometer.com – sign up to receive regular updates.

Regardless if you're new to NPS or a seasoned pro, we hope you'll be inspired by what you read here. Good luck and let us know how you get on!

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Useful Resources

Ultimate Guide to NPS (Net Promoter Score) home

Ultimate Guide to NPS excellence video series

Subscribe to Youtube Channel for free content

Customer Thermometer Free Trial (NPS enabled)

NPS free resources

Customer Thermometer Homepage

Monthly Newsletter Signup (Lucky 7's)

Customer Testimonials

NPS Case Study

CustomerThermometer

Everything You Need to Know About Net Promoter Score (NPS)

Ever wondered about NPS, or Net Promoter Score®? Well then, look no further. NPS is probably the most important customer satisfaction and customer loyalty metric to track. It gives you a high-level aggregate score of whether your customers will help grow your business or shrink it. We love NPS for so many reasons but not least because of its simplicity and elegance.

In this ultimate guide, we'll explain everything you need to know about NPS, including what it's for, how to measure NPS, how to calculate NPS, the best NPS questions to ask, how to track NPS, NPS benchmarks, NPS analysis and how to improve your NPS score. We also have a library of NPS resources.

Set Up Your NPS Survey Today

Create a free Customer Thermometer account (No credit card required – Fully functional account). Set up an NPS survey and discover why over 10,000 teams choose CT to track, measure and improve their NPS program.

Customer Thermometer

Intro

What is NPS?

NPS is the abbreviation for 'Net Promoter Score®'. It's designed to measure the overall loyalty your customer has to your brand. In other words, a customer loyalty metric. Businesses around the world use NPS. It's based on the net promoter system which is essentially asking as many customers as possible the exact same question:

On a scale of 0-10, how likely are you to recommend X (to a friend or colleague)?

Responses to this question – or variations of it – are used to formulate a single running score. This score evolves each time a new response is received.

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Who should be using NPS?

Organizations in all sectors and in all sizes. That's because NPS is applicable to any organization. At least two-thirds of the Fortune 1000 use NPS, but its reach extends deep into far smaller businesses too. IBM's executive in charge of NPS says, "It's more than a metric. One could use the word 'religion.'"

NPS is a measure of peer promotion and therefore loyalty. It shows how much a certain brand or organization might be recommended to others. Therefore the organization in question doesn't even have to have customers to qualify. For example, it's an equally valid measure for how likely employees are to recommend employment at a company to friends and colleagues. Or to government organizations, for whom their 'customers' have no power of choice, using NPS as a measure of customer satisfaction.

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Why is measuring my NPS score so important?

NPS is well established

NPS stands out as a highly popular and mature KPI that all stakeholders understand. This makes it simpler for customer experience professionals to get mindshare from senior business leaders. Choosing to measure NPS means following a well-trodden path and a host of established NPS strategies.

NPS is commercially significant

NPS has a unique capacity to go beyond simply how satisfied or positive customers are. By measuring the likelihood of repeat business, NPS is commercially influential. Boards may pay more attention to the prospect of increased revenue than abstract notions of 'making customers happy.'

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Why is measuring my NPS score so important?

NPS can zoom in or out on customer loyalty

NPS has a very wide lens. You can use it to get a picture of customer loyalty for an entire organization. This is what NPS is most commonly used for – as a high-level KPI that covers everything.

But NPS can be used more dynamically and with greater precision. For example, by enquiring after the likelihood of recommendation for a special product or service. This can be even more beneficial to an organization. Imagine a hotel chain with 200 properties, tracking NPS for each one.
The best can count on the highest loyalty and referral business. That's valuable data.
The chain could use it to target improvements at the hotels with the lowest NPS scores.

NPS is fast, simple and inexpensive to measure

As far as customer feedback and market research goes, it doesn't get much simpler than NPS surveys. Pre-qualification of survey recipients is very easy – they just need to be customers. Being based around a single question makes surveys very small. This places almost no burden on customers, encouraging them to respond in larger numbers. This in turn makes results more representative and reliable. They are also faster to complete, giving you more up-to-the-minute information. And because it's the same constant question, the results are highly reliable over time.

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Why is measuring my NPS score so important?

NPS is the catalyst for deeper insights

NPS surveys give you a single point-in-time measurement with individual customers. But when you aggregate data from many customers, and track this over time, you get deeply meaningful insights. Strictly speaking, NPS is really just about that single question – but there's no stopping you asking follow ups. In fact, it should be considered best practice. If someone indicates a high or low likelihood to recommend, shouldn't you ask why? The results should be instructive and used to feed into a range of operational and product/service changes.

NPS is easily comparable

The primary purpose of NPS is to provide a reliable measurement to base future plans from. It's your insight, designed to benefit your organization. Organizations measuring NPS for the first time will use their initial measurement as a benchmark for future comparison. The great thing about NPS is that you can also benchmark against other organizations. For example, competitors in your industry or just renowned leaders in great customer experience. Many organizations publish their NPS scores. Should you publicise your NPS score?

Bear in mind that anyone can ask your customers for an NPS score relating to your organization. If you're a large business, you could have an NPS score even though you didn't generate it!

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How do I calculate NPS?

The first step is to set up an NPS survey. The second part is measuring NPS is by accumulating the responses to the NPS question from multiple customers. These will be in numeric form i.e. each response will have selected a number between 0 and 10.

Each response in the NPS scale allows it to be categorized into one of 3 groups:

- **Promoters: those with responses of 9 or 10**

- **Passives: those with responses of 7 or 8**

- **Detractors: all other responses (i.e. from 0−6)**

CustomerThermometer
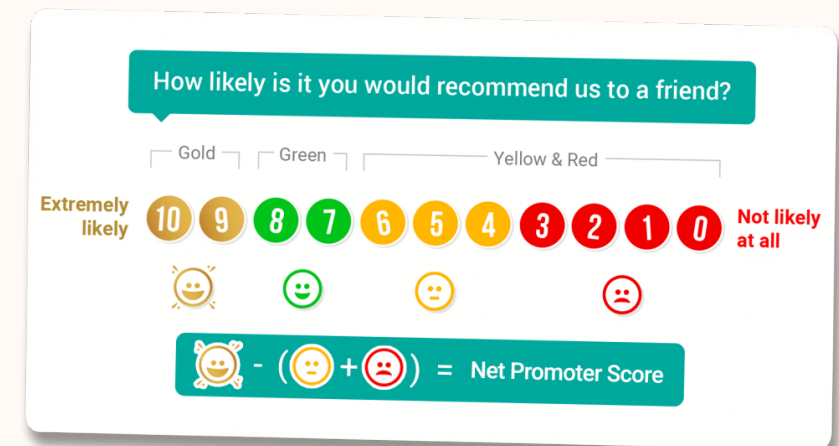
How do I calculate NPS?

Complete this step with all NPS responses received. From this point onwards, the number selection of each respondent is irrelevant. All that matters is which category each response qualifies for.

- ## Promoters:
    Considered to be likely advocates for your business; loyal and predisposed to recommend and give positive word of mouth.

- ## Passives:
    Considered to be benign; certainly no threat to negativity but unlikely to be moved to proactivity and not especially loyal.

- ## Detractors:
    The opposite of promoters; potentially harmful in their capacity to share negative experiences to others and more likely to be disloyal than loyal.

The next step is to calculate the proportions that your response group divides into. Record each proportion as a percentage. Each of the three percentage figures should add up to 100%. For example:

- **Promoters = 40%**
- **Passives = 50%**
- **Detractors = 10%**

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How do I calculate NPS?

Because 'passives' are neutral, don't include them in the last part of the calculation. You simply subtract the percentage of detractors from the percentage of promoters. The result is expressed as a number (so drop the percentage sign)..

- **40% − 10% = 30**

This figure of 30 is a positive number so would commonly be expressed as "+30". This distinguishes it more visibly from negative NPS ratings for comparison purposes.

All NPS scores will result in a range between −100 and +100. Here, −100 would be the product of every single NPS customer response being a detractor. A score of 100+ would be the product of every single NPS customer response being a promoter.

- **Read more about what goes into the NPS calculation**

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What is a good NPS score?

What makes a good NPS score varies enormously from industry to industry, but generally speaking any NPS score above a 0 shows that more people would recommend you than not. Understanding industry NPS benchmarks is a key factor in long-term success.

Getting a baseline to work from is what matters. No matter how well or badly you think you're doing with customer loyalty and satisfaction, the critical part is to start measuring it, and then start doing things to improve across the board based on the feedback you get.

Net Promoter Score™

▼ -7

This period
65

Last period
72

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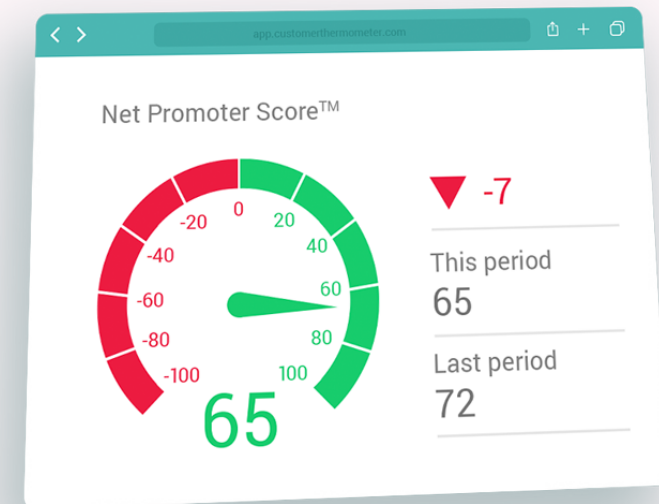
What is a bad NPS score?

NPS scores can range enormously across companies, markets and industries and so what counts as a "bad" score for your specific situation will be influenced by these things. However, any score that is negative shows you that most of the people rating you are actively detractors – i.e. they are saying negative things about you to others in their networks.

You can quickly start to turn this situation around though. Find out why customers are giving you negative scores using an NPS measurement system. Is it your product, service, location, or an attitude that's causing issues? You can get verbatim comments as well as asking customers to pick from a range of options, or drivers, as to why they scored you a certain way, and then start to fix it.

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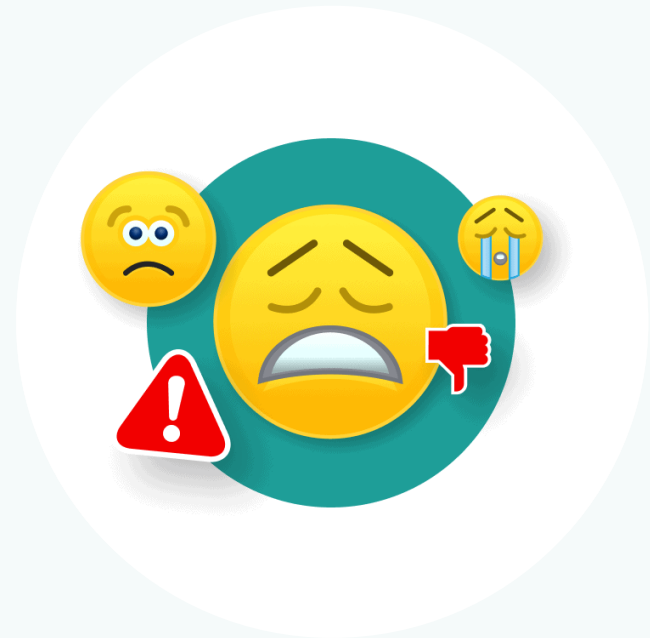
How do I improve my NPS score?

Our NPS best-practice response planner will help you do this, click to download it. Or check out more NPS resources

Every passive you can turn into a promoter will boost your NPS score. Do this by reaching out to anyone not already in the "promoter" camp and ask them what you can do better. And for those who are promoting you, find out what you've done to make them so happy, and do more of it!

- **Read more on how you can do to improve your NPS score**

Net Promoter Score ® (NPS) Response Best Practice

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How do I collect NPS feedback?

You're tracking NPS because you care what your customers think of your organization. You want to promote yourself as a more customer-centric business.

This should be visible in the way you conduct NPS surveys. Simply sending out unsolicited emails is a missed opportunity to instead use the NPS survey as a device to reinforce a positive impression. There are a number of different ways you can gather NPS feedback. We have outlined 4 below:

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How do I collect NPS feedback?

Email blast

You can send an email blast to your customers with an NPS survey question (On a scale of 0-10, with 10 being the most likely, "How likely are you to recommend us to a friend or colleague?") embedded right within from the body of the email message. This helps drive up the response rate as the customer can click from directly within the email they receive. They are incredibly simple to set up, totally configurable and can alert you to unhappy customers in real-time.

Embedded Signature surveys

If you're regularly emailing your customers from Outlook or Gmail, you get get a regular pulse of feedback from the email signature area by adding the NPS feedback surveys so they're always part of your signature. This is an excellent way of getting a steady stream of NPS feedback and shows how much you care about your customers as you have a visual representation of it in every email you send.

Embedded on website

By adding a simple pop-out window or side section to your website, you can easily gather NPS feedback from visitors to your website. This will allow you ask different questions – either NPS feedback surrounding your customers' purchase experience on your website, or the quality of the information provided. You can also ask more general NPS questions about the company or brand.

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How do I collect NPS feedback?

On-site tablet feedback

Many in-person events offer the opportunity to gather NPS feedback. If you offer training courses, run events, offer hospitality services or break-fix services on-site, these all represent excellent opportunities to get NPS feedback from customers at the exact point they are transacting with your business.

Whichever way you choose, customers will appreciate it if you make the NPS survey process fast and easy. Keep these guidelines in mind when you are deciding on your NPS survey:

- Embedding NPS questions into existing email communications where applicable
- Using an attractive and engaging template design that aligns with your brand
- Employing visually appealing and immediately understandable response icons for your 0-10 NPS scale
- Allowing customers to complete the survey via a simple 1-click process
- Using that single click to activate a redirect to a landing page with thank you message and optional follow-up questions
  (and supporting information/links)

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Factors that affect NPS benchmarks?

There are a number of factors that affect NPS benchmarks:

- Industry type – is the business or product largely commodity-driven or service-driven

- B2B v B2C – business buyers are often much less emotional and engaged with their purchase than consumers

- Emotional perception of importance of company and/or product – people will rate things differently depending on how closely they emotionally relate to it

- Regularity of interaction with the brand or company – the more regularly you interact with something the more you can take it for granted; the familiarity breeds contempt argument

- Some studies, including one by the Harvard Business Review, have shown that gender can affect NPS score. Thus if you're looking at benchmarks in a heavily gender-skewed market, this could be a factor

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Factors that affect NPS benchmarks?

How often should I calculate my NPS score?

You can calculate your NPS score as often as you like. As a popular business KPI, many organizations report NPS to their board on a monthly basis. Any less frequently than annually would be very unusual.

Such is the nature of 24/7 business that some companies opt for a constant real-time monitoring of their NPS score. This is achieved by continually adding new data into the calculation. The trending result can be tracked over time using a visual dashboard like this:

Constantly monitoring NPS is useful for correlating the impact of events on customer behaviour. For example, say a spate of illness had left your support lines short-staffed, leading to long wait times. Monitoring NPS constantly would show you if this impacted on customer loyalty.
The other consideration regarding NPS frequency concerns relationships vs. transactions. If NPS is only scored at critical events (e.g. purchases, renewals, enquiries), you may get a different picture to if NPS is scored at regular intervals throughout the customer lifecycle. One will show you the transactional NPS while the other will show the relationship-based NPS. This is discussed in further detail here.

• Read more about tracking NPS

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Factors that affect NPS benchmarks?

How to understand your NPS results?

NPS gives you data to help inform business decisions. For example, a trend showing a steady decline in NPS should warrant further investigation into the reasons behind it. This in turn could influence any number of actions from product improvements to staff retraining.

NPS is particularly useful as part of a basket of measures tracking customer experience in general. Correlating NPS scores with other feedback data can be very helpful in directing rapid and targeted action.

It's important to not get carried away with the power of NPS. Net Promoter Score is a strong and, in many people's opinions, reliable indicator of how loyal customers intend to be. However, NPS is not 'truth'. It attempts to predict a future state, so cannot possibly be 100% accurate. 'Promoters' who affirm they are highly likely to recommend you may in fact not end up recommending you at all. Likewise, a 'detractor' may find aspects of your offer compelling enough to recommend, even though – overall – they say they wouldn't recommend you at all.

• **Read more about NPS analysis**

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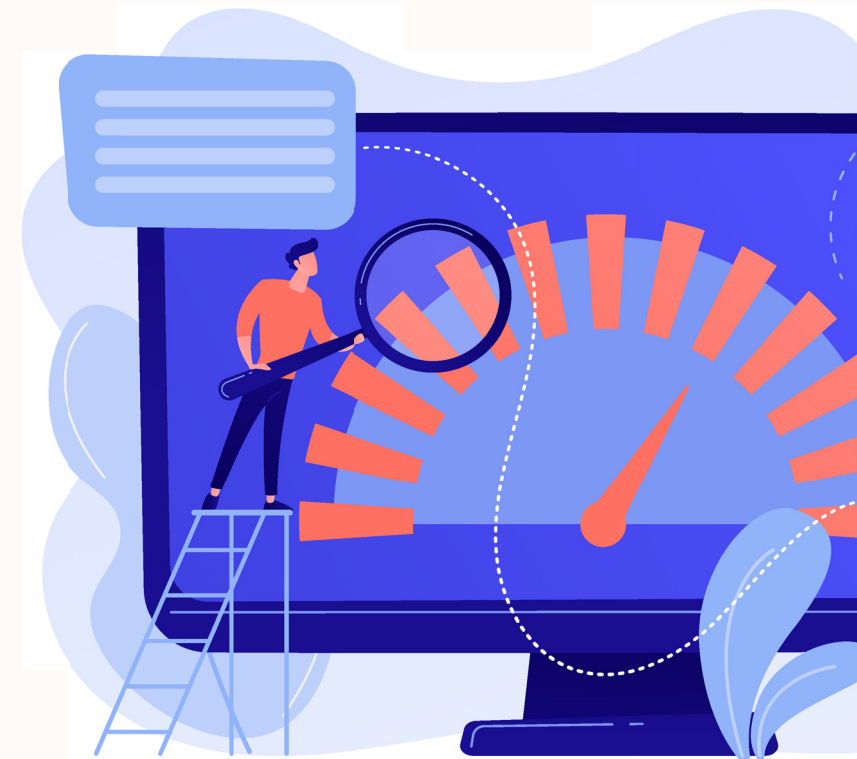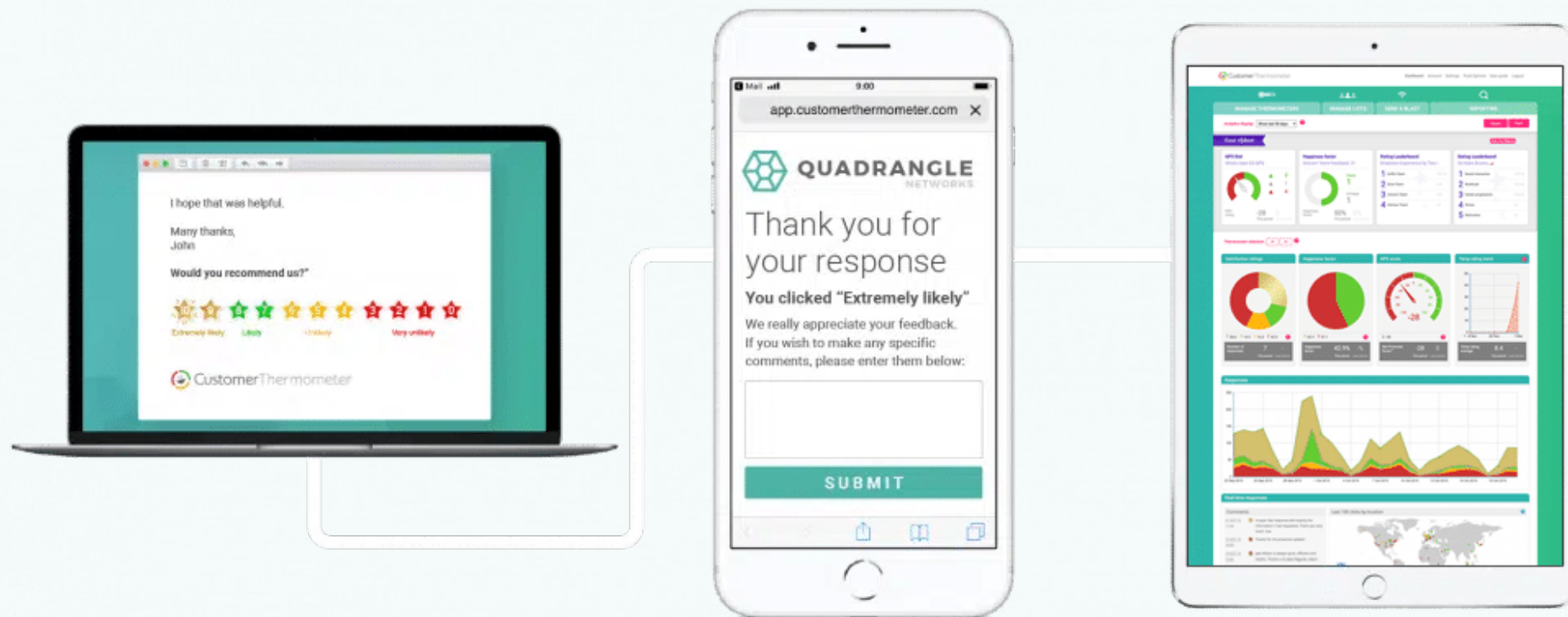
NPS Case Studies

NPS Case Studies

AirBnB

AirBnB famously applied NPS scores to drive customer and business success. They started using it to add value to their customer feedback program. In particular, to determine whether NPS scores correlated with the likelihood that a guest would become a genuine advocate and potentially return in future.

They surveyed around 600,000 guests and found that two-thirds of those who responded were promoters and just 2% were detractors. Guests were indeed more likely to recommend the service to friends and family and would most likely book accommodation againl.

High Point Networks

Another great example of NPS providing real value is High Point Networks. They started using Customer Thermometer because their previous survey tool wasn't providing the response rate they needed. From over 1,000 tickets raised per month they were only receiving around 20 responses. CT boosted their response rates by a factor of x5!

It's vital that High Point Networks consistently delivers exceptionally high standards of customer service. Using NPS showed that around 95% of their survey responses were either good or excellent. Their NPS score is consistently in the 90s, which is remarkable. They are monitoring their NPS score to ensure their standards don't diminish. Also, to quickly identify where they may need to make changes in response to negative feedback patterns.

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NPS Case Studies

Scotland's No.1 MSP drives success using Customer Thermometer's real time NPS feedback

At its heart, managed IT service provider (MSP) Grant McGregor is all about solving problems and creating better, safer places for their customers to work.

This focus on business outcomes rather than just bits and bytes comes from 20 years spent among Scotland's leading MSPs. Today, the Edinburgh and Dundee-based firm finds that putting people first pays dividends, both in terms of its own company success and equipping customers from all sectors to harness IT so they can achieve their goals.negative feedback patterns.

Using NPS to gauge performance and inform future improvements

Grant McGregor uses NPS (Net Promoter Score) and CSAT (customer satisfaction score) to assess its current performance and predict its future explains Operations Manager, Katerina Konstantinou:

"We follow a Customer Voice program, the goal of which is to consistently gather feedback throughout customers' interactions with us. We think it's very important to ask customers what they think of us and how we're doing. We use this feedback to not only deliver high customer experience but also guide future campaigns and improvements to products and services."

CustomerThermometer

NPS Case Studies

Finding the right platform to support real-time NPS survey feedback

Grant McGregor started out on its customer feedback odyssey using some basic software tools, which have since been changed and updated to the full-featured Customer Thermometer solution. Initially the focus was on tracking CSAT as the sole metric but Katerina and her team have since adopted NPS, which was the catalyst for putting a new customer feedback platform in place.

"NPS is such a valuable tool for measuring not just customer experience, but also customer loyalty, because it exceeds single experiences. We'd tried two different solutions in the past but the functionality of both was limited, particularly for NPS."
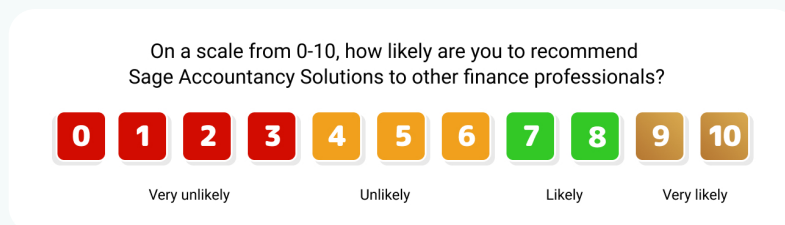
"Customer Thermometer is the tool we now use for both CSAT and NPS, and it's a great fit for our business and what we need."

Katerina Konstantinou
Operations Manager at Grant McGregor

*Customer*Thermometer

NPS Case Studies

The chosen NPS approach is to ask the "How likely are you to recommend us? "question every 6 months, aligned with the IT Business Review meetings Grant McGregor holds twice a year. The team simply applies Customer Thermometer's "NPS enabled (full 0-10 scale)" option to capture the full scope of 11 response ratings. The results are captured in real time on the Continuous Service Improvement board of Grant McGregor's PSA system that fully and seamlessly integrates with Customer Thermometer out of the box – and a full report with action items is also created when each campaign ends.

On a scale from 0-10, how likely are you to recommend
Sage Accountancy Solutions to other finance professionals?

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Very unlikely   Unlikely   Likely   Very likely

NPS benefits include customer loyalty and service innovation

"NPS data and feedback overall brings a series of benefits to the business, enabling us to understand and therefore serve customers better," says Katerina. "We can see what needs to change and act upon that to increase customer loyalty. Plus we can compare progress from previous months or quarters to gauge improvements in customer satisfaction, and even see correlations with individual products and services."

Continual improvement is a cornerstone of the business philosophy at Grant McGregor and one that sees customer voice put firmly in the driving seat. It also gives rise to innovative practices as the team strives to heighten customer satisfaction.

According to Katerina, teaming up with the support team at Customer Thermometer (known to all CT customers as the 'Ministry of Magic') helps stimulate bright ideas and resolve issues quickly.

NPS Case Studies

"It's a pleasure to work with the [Customer Thermometer] Ministry of Magic as they always reply fast and provide solutions that add value to our customer voice programs for both CAT and NPS."

Katerina Konstantinou
Operations Manager at Grant McGregor

"With CSAT in particular they've been of great help providing tailored solutions to support us build the Power Automate flows that capture real-time responses from the thermometers in our team collaboration and PSA platforms. On the NPS side it's important to us to achieve the highest possible response rate for NPS surveys, so we've come up with a variety of ways to get more replies."

Breaking new boundaries in NPS measurement

Not content with achieving business value by tracking customer sentiment, the Grant McGregor team has set its sights on new ways of harnessing NPS. Among its future development goals is to incorporate employee CSAT and NPS measurements alongside its existing customer-focused feedback.

More and more organizations are choosing to engage in structured programs of employee feedback as they recognize the outstanding benefits this approach delivers. These range from better harnessing employee knowledge to educate and train the whole team, to optimizing internal communications, prioritizing individual staff wellbeing and fostering a collective esprit de corps.

Customer**Thermometer**

NPS Case Studies

"We're at an early stage but we plan to see how our existing use of Customer Thermometer could be extended to fit this purpose too,"

adds Katerina.
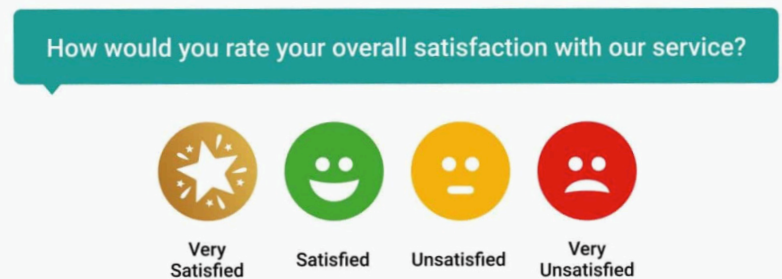
Want to see success like Grant McGregor?

Give Customer Thermometer a try . Our free trial should give you plenty of opportunities to experiment with fast, effective customer feedback surveys. We integrate with practically every platform and generate some of the best response rates in the business. Simply fill out the form below to get more happy customers.

Top assets and books
12 Best Books on NPS

We've tracked down, read and reviewed the best books on all things Net Promoter Score (NPS). If you have a couple minutes spare- get stuck into these…

The Ultimate Question 2.0 by Fred Reichheld and Rob Markey

Fred Reichheld – inventor of the Net Promoter Score – published his groundbreaking book The Ultimate Question in 2006, at a time when thought-leaders started investigating the impact of customer service on a company's success and profitability. Telephone complaints lines and long-form surveys had been the customer feedback solution of choice for an eternity, but it was becoming clear that these weren't enough to truly measure customer satisfaction. After NPS became enormously popular, Reichheld followed up with The Ultimate Question 2.0, focused on executing, measuring and closing the loop on NPS. We reviewed the book in detail and you can read that here.

Check Out The Book Review

Customer Thermometer

Top assets and books

12 Best Books on NPS

The Effortless Experience: Conquering the New Battleground for Customer Loyalty

Everyone knows that the best way to create customer loyalty is to knock people's socks off. To create a wow moment. To deliver service so fantastic, that it surprises and delights. But what if everyone is wrong? In The Effortless Experience, Matthew Dixon busts a number of myths about experience, effort and customer loyalty. The "Customer Effort Score" measure has a lot of its roots in this book so it's well worth a read, helping you to question whether you have your basics right before you try and overly-delight customers.

Check Out The Book

Net Promoter – Implement the System: Advice and experience from leading practitioners by Maurice Fitzgerald

The Net Promoter System is probably the leading measure of customer service and loyalty improvement system across major brands and businesses. it's a simple measure that can be easily implemented, measured and understood. You can also benchmark your score against others. In this book, NPS and customer loyalty practitioner and though-leader Maurice Fitzgerald offers the reader the benefit of his advice in implementing NPS in the real world.

Check Out The Book

Customer Thermometer

Top assets and books

12 Best Books on NPS

Winning on Purpose: The Unbeatable Strategy of Loving Customers by Fred Reichheld

Another book making our list here from Net Promoter System (NPS) author and customer loyalty guru Fred Reichheld. Winning on Purpose, is where Reichheld draws a direct line between the NPS measure and customer "love" – arguing that the primary purpose of a business should be to enrich the lives of its customers. He shows how, across a wide range of industries, the outstanding NPS companies consistently deliver higher returns to shareholders.

Check Out The Book

The Ten Principles Behind Great Customer Experiences by Matt Watkinson

Create a great customer experience whoever you are. Customers are powerful. They have a loud voice, a wealth of choice and their expectations are higher than ever. This book covers ten principles you can use to make real world improvements to your customers' experiences, whatever your business does and whoever you are.

For managers, leaders and those starting a new business, the book shows that making improvements customers will appreciate doesn't need to be complicated or cost a fortune.

Check Out The Book Review

Customer Thermometer

Top assets and books

12 Best Books on NPS

Retention Point by Robert Skrob

The era of the subscription economy was already in full swing before the events of the last 12 months put it into overdrive. Increased buyer preferences for as-a-service models (in B2C and B2B alike) and the enabling effect of widespread digital transformation have led it to become firmly entrenched. The logical consequence is that it's now more important than ever for businesses to keep customer retention in mind. We figured, what better time to review 'Retention Point: The Single Biggest Secret to Membership and Subscription Growth' by Robert Skrob?

Check Out The Book Review

100 Practical Ways to Improve Customer Experience by Martin Newman with Malcolm McDonald

100 Practical Ways to Improve Customer Experience is interesting because it's written by a combination of a business school professor and an e-commerce and consultancy founder. Taking the form of a conversation, Newman (the consultant) lays out his advice, case studies and experiences, and McDonald (the professor) comments on these and brings his business school experience to bear. Brimming with anecdotes and examples which keeps it easy to read, this book will help you take the learnings from your NPS program and implement them effectively.

Check Out The Book

Customer Thermometer

Top assets and books
12 Best Books on NPS

Fanocracy: Turning Fans into Customers by David Meerman Scott

NPS is all about creating promoters – essentially creating advocates and fans of your brand. David Meerman Scott's Fanocracy. This book shows you how to use the theory of 'fans' to create customers and vice-versa. As Meerman Scott says, "To be successful in a world where fans rule, we must be convinced that relationships with customers are more important than the the products or services we sell to them."

Check Out The Book Review

Punk CX by Adrian Swinscoe

Adrian Swinscoe writes on customer experience and customer service for publications like Forbes and the BBC. Punk CX is his second book covering the topic of CX. We've all read books where the author has hit upon a good business idea and then expanded what should have been a pamphlet into a Tolstoyesque tome. Swinscoe delivers a pithy book here focused on what to do, and how to do it right.

Check Out The Book Review

Customer Thermometer

Top assets and books

12 Best Books on NPS

The Power of Moments by Chip and Dan Heath

This is a thought-provoking book, packed with case studies and stories but also fielding a good amount of research, backed up by solid action points. Don't underestimate the difficulty of making "moments" happen. As the authors themselves observe, the concept is simple but the execution is hard. And most of the reason for this is, it's no-one's job to create those moments. To create a peak experience, one has to step outside of the day to day, in all the ways. To create true Promoters in NPS, it's woirth understanding what goes into a 'moment' and how to make one.

Check Out The Book Review

Customer Experience 3.0 by John A Goodman

In How to Wow: 68 Effortless Ways to Make Every Customer Experience Amazing Swinscoe covers the spectrum of ideas from how to attract and engage customers right through to how to get them to refer you on. Adrian is an ex-teacher, economist and manager with experience in organizations such as Shell, the FT and the Economist. He now writes regularly on customer experience and his pieces have appeared in the BBC, FT, The Economist, CBS, CNN and The Guardian amongst others. A handy guide to have by your side as you work through your NPS program.

Check Out The Book Review

Customer Thermometer

Top assets and books

12 Best Books on NPS

How to Wow by Adrian Swinscoe

This is a thought-provoking book, packed with case studies and stories but also fielding a good amount of research, backed up by solid action points. Don't underestimate the difficulty of making "moments" happen. As the authors themselves observe, the concept is simple but the execution is hard. And most of the reason for this is, it's no-one's job to create those moments. To create a peak experience, one has to step outside of the day to day, in all the ways. To create true Promoters in NPS, it's worth understanding what goes into a 'moment' and how to make one.

Check Out The Book Review

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NPS Videos

Watch the Ultimate Guide to NPS (Net Promoter Score):

NPS excellence video series here

Watch Now

Subscribe to our channel for more free content on how to improve your NPS and CSAT scores

Watch Now

Top NPS quotes

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"Only by systematically measuring its effect on people and their relationships can an organization gauge whether it is really achieving its mission and enriching lives. That's NPS' reason for being. It provides a practical measurement process that can accurately assess a company's progress. It provides a management system that can help a company capture the spirit and drive toward greatness."

"

"

"NPS ultimately is a business philosophy, a system of operational practices, and a leadership commitment, not just another way to measure customer satisfaction."

"

CustomerThermometer

Top NPS quotes

"**"The 'how likely' question is merely a practical shorthand for the question of whether you are treating others the way you would want to be treated. It brings the whole thing back to earth, and to business. The purpose of a survey, after all, is not to begin a philosophical discussion or to launch a lifelong relationship. It is to create workable categories and a score that can facilitate action. It is a way of making business relationships better."**

"**"Loyalty, after all, is a strong and value-laden concept, usually applied to family, friends, and country. People may be loyal to a company that they buy from, but they may not describe what they feel in those terms. If they really love doing business with a particular provider of goods or services, however, what's the most natural thing for them to do? Of course: recommend that company to someone they care about."**

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Top NPS quotes

"

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Top NPS quotes

"
"When you get to a certain point you might lose a bit of the visceral emotion in something, because you end up with sentiment analysis and picking out keywords, and you end up with a high-level view. My fear with that is that you end up putting distance between you and the customer."
"

"
"Much of the surveying stuff gets influenced by other agendas in the organization, people wanting to know stuff and gather their own data, and ultimately it's really selfish. It comes across as selfish and not respectful, and customers see right through it and they respond by not responding – this big wall of silence that happens."
"

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NPS Resources to improve your NPS score

NPS Closed Loop Feedback Planner

Measuring your Net Promoter Score (NPS) score is one thing, but it's acting on the scores you get that make all the difference.

The Harvard Business Review has shown that across a number of businesses, both NPS and revenues increase when the customer feedback loop is actively closed.

But how should you close the loop? What actions should you take in the face of harsh criticism from a Detractor? And what are the best things to do when a Promoter showers you with praise? We've collated the best ideas and practice into this handy planner

Download

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NPS Resources to improve your NPS score

What is in the NPS Closed Loop Feedback Planner

- Have simple, delineated steps to source feedback, respond to it, share the learnings, and improve your processes off the back of the feedback

- Have a clear set of agreed-upon actions and SLAs within your team or business for every kind of feedback. If a customer is unhappy you will have an immediate guide as to how to respond to them to rectify the situation. Service Recovery is an important part of increasing customer loyalty.

- Be able to leverage positive feedback to generate happier teams, more case studies and testimonials and better online reviews

- Despite the plethora of surveys in the world, very few companies actively fix issues or reach out to thank people for their feedback. By using our planner and acting on the feedback you get, you will generate exceptional word of mouth, and hear from more customers, more often

- Have a common framework you can brainstorm with your team to build a Closed Loop program from the ground up, building and iterating over a monthly and quarterly basis

- Create a common language around your NPS program that everyone understands

- Set expectations for customer response timescales, tone of voice and approach. (If you want to embed these processes into your business our Closed Loop feature can do just that – find out more here…)

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NPS Playbook: 10 strategies for dealing with NPS responses

What is in the NPS Closed Loop Feedback Planner

What will I get from downloading the NPS Playbook?

- A complete strategic approach for dealing with all your NPS responses that's designed to increase customer retention and loyalty.
- A fast, proven and accountable way to put your NPS measurement efforts to optimum use.
- Punchy, actionable guidance for increasing your overall NPS score.
- Strategic frameworks for elevating NPS detractors to where they won't damage your brand or threaten recurring revenue.
- A defined plan for what most people overlook: turning NPS passives into customer champions.
- Best practice for keeping NPS promoters and utilizing them to increase revenue and word of mouth.
- A set of 10 simple, effective NPS programs you can share with colleagues to solidify their support for your NPS initiatives.

Actions required to use the NPS playbook

The NPS Playbook delivers maximum value once you've got an NPS program off the ground and you're collecting NPS response data. With your NPS score benchmarked and ongoing NPS survey systems in place, whip out the NPS Playbook to get your metrics going in the right direction. Another NPS Playbook sweetspot is at the outset of your NPS journey. If you're looking at starting an NPS program, the NPS Playbook will help you orientate your complete strategy for optimum value from the get-go.

Download Now

Customer**Thermometer**

100 day **NPS plan**

A suggested 100-day plan to get NPS moving.

It breaks down into three steps:
1. Set Up
2. Collect and Analyze
3. Take Action and Improve

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Your 100 day NPS improvement guide

TASK	START	END
First 30 days: Set up		
Get internal buy in	Week 1	Week 1
Evaluate and choose NPS survey tool	Week 1	Week 2
Outline customer touchpoints to deploy NPS	Week 2	Week 3
Set an NPS target benchmark	Week 3	Week 3
Determine an NPS response plan for different kinds of feedback	Week 3	Week 5
Develop NPS questions, follow-up questions and landing page messages	Week 3	Week 5
30–75 days: Collect and analyze		
Design on-brand NPS survey template	Week 5	Week 6
Send out NPS surveys	Week 7	Week 7
Calculate initial NPS score	Week 7	Week 8
Respond to extreme (high/low) NPS scorers	Week 7	Week 8
Create NPS dashboards and reports	Week 8	Week 10
Communicate NPS results internally (and potentially externally)	Week 10	Week 11
75–100 days: Take action and improve		
Interpret data to pinpoint improvements to products/services/processes	Week 11	Ongoing
Adjust surveys to make more engaging (e.g. timing, context, length)	Week 11	Ongoing
Hone strategies for NPS detractors, passives and promoters	Week 12	Ongoing
Establish closed loop NPS system	Week 12	Ongoing
Target improvements in NPS score	Week 12	Ongoing

Phases across the Gantt timeline (days 1–100, weeks 1–15):
- First 30 days: Set up
- 30–75 days: Collect and analyze
- 75–100 days: Take action and improve

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First 30 days
Set Up

Mystery Shop

- Run through your entire marketing to renewal process yourself from a customer's point of view, or engage a mystery shopper to do it for you
- Identify good and bad areas, areas where things are tricky to achieve, points of friction

Team workshop

- Run a team workshop internally with your employees to get their input. Use the agenda/framework supplied as part of this training to guide your discussion

Review existing customer feedback

- Gather the most recent customer feedback, from all available sources: surveys, emails, word of mouth, complaints, praise, feedback etc

Create personas/stakeholder sketches

- Sketch out some mini pen portraits to understand typical buyers and customers – who are they, what are their drivers, how are they changing? See some examples as part of this training

Outline key journey touchpoints

- Create a simple ideal journey map
- Brilliant basics
- Magic touches

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30-75 days
Collect and Analyze

Team kick off meeting

- Review outputs of Explore & Understand stage
- Review ideal journey map and allocate owners for each journey stage
- Identify quick wins for immediate change and longer term projects to improve
- Brainstorm magic touches at key interaction points
- Add to employee training or CX insight where needed

Reduce friction and effort – brilliant basics program

- Multi-channel (website, email, phone, contracts, support, renewal etc)
- Address points of frustration, re-work, data re-entry

Delight and encourage word of mouth and referral – magic touches program

- Multi-channel (website, email, phone, contracts, support, renewal etc)
- Proactively add value with content, assistance, surprises, ideas

Weekly or bi-weekly update review meetings

- Review actions and progress to keep momentum high

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75-100 days
Take Action and Improve

Measure

- Gather employee feedback
- Gather customer feedback

Regular insight distributed across entire team is important.
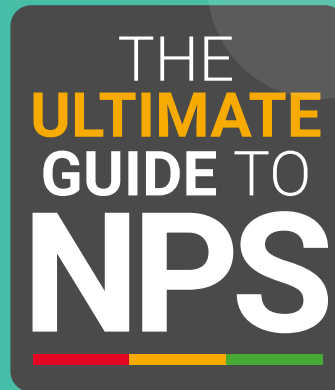
Ensure you are getting feedback from across the customer journey stages, not just at one single point in the journey, or at one single point during the year.

Make sure feedback is actributable to the customer or prospect who gave it, and that it's acted upon within an SLA. See the Best Practice response framework and template provided with this training.

Keep the momentum up with the longer term changes identified in stage 1.

Measure changes over the coming weeks and months beyond this 100 day plan. You should be seeing positive changes in:

- CSAT indicators/measures
- Positive customer feedback
- Increased word of mouth
- Renewals and up/cross sell

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THE
ULTIMATE
GUIDE TO
NPS

Create Your Free NPS Account