

# Net Promoter Result

Fred Reichheld's **Net Promoter Score – NPS** relates to *one question only* 'willingness to recommend' - this on a scale where 0 is Negative and 10 is Positive. NPS is designed to gauge the loyalty of a firm's customers. Calculation is: Promoters – Detractors (1-6 scores) = NPS.

Feedback from our customers was that they wanted to be able to measure and set benchmarks for other individual questions or variables using a similar approach. We thus introduced NPR - **Net Promoter Result**

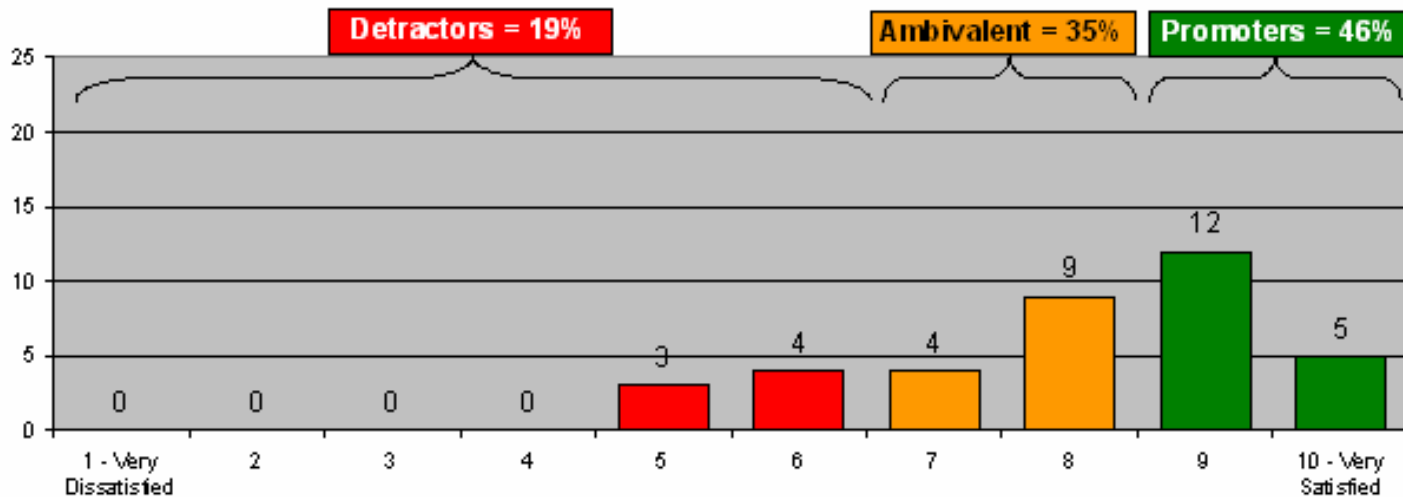
Calculation is same: Promoters – Detractors = NPR.

*NPR does not provide a gauge on loyalty but is a strong indicator of overall performance to a particular question.*

- ▣ **Promoters** – scores of 9 -10 – typically very satisfied, very positive response to question.
- ▣ **Ambivalents** – scores of 7 - 8 – typically are satisfied but what you are doing is not outstanding and could be done better.
- ▣ **Detractors** – scores of 1 – 6 – typically considered dissatisfied, its not good enough, it's a potential source for bad mouthing your business or processes.

# How might it look?

Please rate how satisfied you were, overall, with the Sales Process.



An acceptable score for NPR for the Sales process might be deemed 25%..no action required. Anything under that will require attention to understanding why the score has dropped off. Negative NPRs suggest strong need for improving processes/performance. Negative scores are more common than what we thought and usually relate to *basic expectations!*