

# Net Promoters Score

Measure and track your brand's performance  
from your customers' perspective.



## Overview

The Net Promoters Score (NPS®) is based on asking one simple question: "How likely is it that you would recommend [Company X] to a friend or colleague?" Those who answer are divided into three groups:

**Promoters** — those who vote 9-10 are loyal evangelists: they will bring in business and new customers

**Passives** — those who vote 7-8 are satisfied but at risk to being won over by your competitors

**Detractors** — those who vote 1-6 are dissatisfied and can damage your brand through negative word of mouth

Net Promoters Score = % of Promoters - % of Detractors

## Real-World Impact

- When an American Express co-branded card scored a low NPS, research uncovered two problems that would have likely gone unnoticed. After resolving the issues with their card application process and rewards program, NPS scores nearly doubled.
- In GE's European Healthcare unit, managers followed up with detracting customers to isolate their chief complaint. By discovering and correcting the slow response time from engineers, NPS scores have now jumped 10-15 points.
- VantagePoint developed an NPS tracking program for an education supplies company in 2005. The ongoing program tracks the company's NPS quarterly and identifies areas for improvement. Over a three-year period, the company's NPS score improved by 70% with record growth in profits.

**250%**  
NPS leaders outgrow  
their competitors by  
an average of 250%

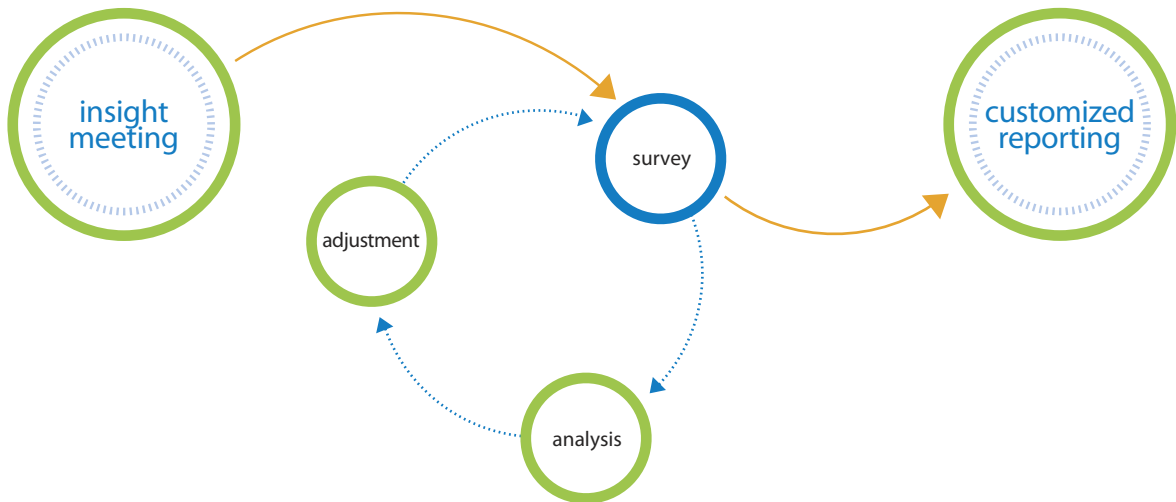




## Benefits

- Provides a simple, easy-to-understand metric
- Supports improvement in customer satisfaction and loyalty
- Allows a company to see itself/product/service through customers' eyes
- Focuses efforts on what matters most to customers
- Develops closer relationship with customers
- Fuels profitable growth

## Process



## Deliverables

Presentation & PowerPoint report of findings and next-step recommendations

VantagePoint's customized reporting provides:

- Overall Net Promoters Score (NPS)
- Performance ratings for key drivers
- Customer recommendations

## Related Services

Voice of Customer, Channel Programs, Customer Loyalty Programs

