

NPS

Net Promoter Score



Recognised worldwide, Net Promoter Score[®] (NPS) is a simple way of measuring customer loyalty.

Get an instant snapshot of how your customers feel toward your business and start building better relationships.

Measure your level of customer loyalty - are you creating advocates or losing them?

Set up alerts based on scores, helping you to act quickly

A simple way to benchmark your company against competitors

1. How likely are you to recommend to a friend or colleague?

0 1 2 3 4 5 6 7 8 9 10

Survey results



Sentiment Score over time



50,470 ↑ 900



How does it work?

NPS® adds one simple question to your feedback forms: ‘How likely are you to recommend the company to a friend, relative or colleague?’ Customers answer on a scale of 0 (not likely at all) to 10 (extremely likely), which places them into one of three categories:



NPS Categories



1 - 6

Detractors are unhappy customers who could damage your brand through negative word of mouth.

7 - 8

Passives are satisfied customers but could be persuaded by competitors to go elsewhere.

9 - 10

Promoters are loyal advocates who will continue to buy from you and persuade others to do the same.



SCAN ME

[Or click here to view the knowledge base article](#)

How likely are you to recommend the company to a friend, relative or colleague?

0

1

2

3

4

5

6

7

8

9

10

Not at all likely

Extremely likely

Don't just take our word for it...

The introduction of NPS® has been fantastic. We can track customer sentiment, respond to complaints/ queries instantly and report on overall customer experience. Our business strategy is now more in line with customer expectations.

Philip Miller
CRM Manager, Hippo.co.za

NPS® has given us greater consumer insights; helping us shape what we do and how we interact with our customers. With NPS® we can achieve our goal of being the best we can be within our industry.

Sandra Hamilton
Lifesure Group

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To find out more, contact a consultant

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