Employee net promoter score survey template

An employee net promoter Score (eNPS) survey helps assess how likely employees are to recommend your company as a great place to work. It provides crucial insights into employee satisfaction and engagement and helps foster a positive work environment.

Employee net promoter score survey questions for copy & paste:

Intro message: *Thank you for being a valuable member of our team! We are committed to creating a great work environment and would appreciate your feedback on how likely you are to recommend [Company Name] as a great place to work. Please take a moment to answer the following questions:*

1. *On a scale of 0 to 10, how likely are you to recommend [Company Name] as a great place to work?*
   (Please select one)
   - 0 (Not at all likely)
   - 1
   - 2
   - 3
   - 4
   - 5
   - 6
   - 7
   - 8
   - 9
   - 10 (Extremely likely)

2. *Please briefly explain why you gave that rating:*
   (Open-ended response)

Thank you message: *Thank you for your feedback! Your insights are incredibly valuable and will help us continue to improve our work environment. If you have any additional comments or suggestions, please feel free to share them. We appreciate your time and commitment to making [Company Name] a better place to work!*

How to analyze eNPS feedback:

Quantitative data (eNPS calculation):

1. **Categorize responses:**

   - **Promoters** (scores of 9 to 10): Employees who are highly likely to recommend the company.

   - **Passives** (scores of 7 to 8): Employees who are neutral or satisfied but not enthusiastic.

   - **Detractors** (scores of 0 to 6): Employees who are unlikely to recommend the company and may have issues with the company.

2. **Calculate eNPS:**

   - Promoter percentage = (Number of promoters / total responses) × 100
   - Detractor percentage = (number of detractors / total responses) × 100
   - eNPS = Promoter percentage - detractor percentage

Qualitative data (comments analysis):

- **Identify common themes:** Review open-ended responses to identify common themes or issues that are influencing employees' scores.

- **Actionable insights:** Use feedback to understand what employees value most and where improvements are needed.

Example:

Quantitative data:

Out of 100 respondents:

- 40 employees are promoters
- 30 employees are passives
- 30 employees are detractors

Promoter percentage = (40 ÷ 100) x 100 = 40%

Passives percentage = (30 ÷ 100) x 100 = 30%

Detractors percentage = (30 ÷ 100) x 100 = 30%

eNPS calculation = 40% - 30% = 10

Qualitative data:

Review comments for specific feedback:

- **Positive feedback:** Common praise for company culture or benefits.

- **Areas for improvement:** Issues related to management practices or work-life balance.

Interpreting eNPS feedback:

- **Positive eNPS (greater than 0):** Indicates that there are more Promoters than Detractors, suggesting a generally positive work environment.

- **Negative eNPS (less than 0):** Indicates that there are more Detractors than Promoters, signaling areas that need significant improvement.

- **Neutral eNPS (around 0):** Indicates a balance between Promoters and Detractors, suggesting a need for focused efforts to improve employee satisfaction and engagement.