

NPS survey template

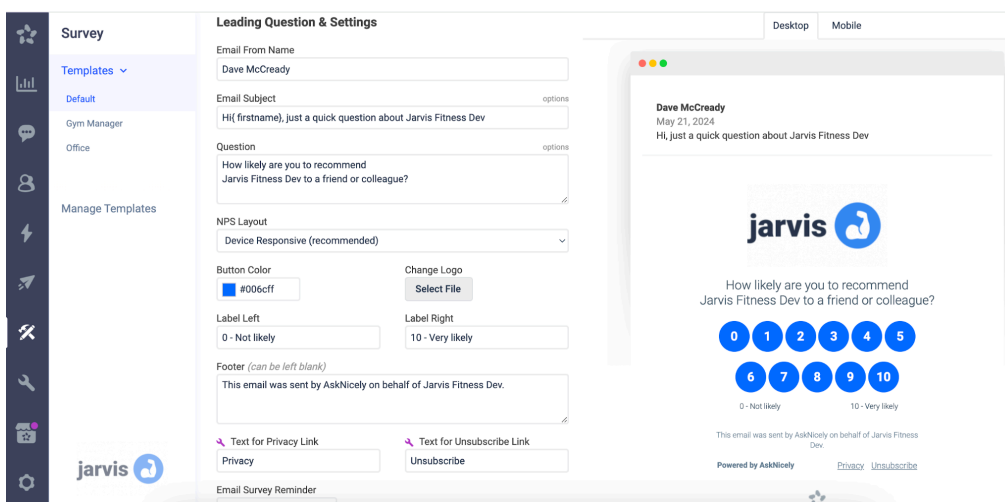
What is Net Promoter Score?

NPS is an essential customer experience metric used to determine the strength of a customer's loyalty to your business.

The principle is simple. Your customers receive a survey, and the results are scored on a scale ranging from -100 on the low end to +100 on the high end. The goal of measuring this metric is ultimately to predict business stability and improve customer relationships.

NPS questions for copy & paste

1. "How likely are you to refer [BRAND/SERVICE] to a friend or colleague?"
2. [Optional] What is the main reason for your score?



The image shows the Ask Nicely dashboard for creating an NPS survey. On the left is a sidebar with navigation icons. The main area is titled 'Survey' and contains a 'Templates' dropdown menu. Below this is a 'Manage Templates' section with a list of templates: 'Default', 'Gym Manager', and 'Office'. The 'Default' template is selected, and its configuration is shown in the 'Leading Question & Settings' panel. This panel includes fields for 'Email From Name' (Dave McCready), 'Email Subject' (Hi(firstname), just a quick question about Jarvis Fitness Dev), 'Question' (How likely are you to recommend Jarvis Fitness Dev to a friend or colleague?), 'NPS Layout' (Device Responsive (recommended)), 'Button Color' (#006c9f), 'Change Logo' (Select File), 'Label Left' (0 - Not likely), 'Label Right' (10 - Very likely), 'Footer' (This email was sent by AskNicely on behalf of Jarvis Fitness Dev.), 'Text for Privacy Link' (Privacy), 'Text for Unsubscribe Link' (Unsubscribe), and 'Email Survey Reminder' (No reminder). To the right of the settings panel is a preview of the survey email. The preview shows the email header with the sender's name and subject, followed by the Jarvis Fitness Dev logo and the survey question. Below the question is a 10-point scale with buttons numbered 0 to 10. The footer of the email includes the text 'This email was sent by AskNicely on behalf of Jarvis Fitness Dev.', 'Powered by AskNicely', and links for 'Privacy' and 'Unsubscribe'.

How NPS respondents are categorized

Based on the numerical score they provide, a respondent will be identified in one of three categories:

- **Detractor (Score 0 to 6):** A detractor is likely to tell their friends how terrible your customer service is.
- **Passive (Score 7 or 8):** A passive is probably not going to say anything to anybody.
- **Promoter (Score 9 or 10):** A promoter is likely to spread the good word about you.

How to calculate your Net Promoter Score

Let's say you've received 50 total survey responses, with 8 Promoters, 35 Passives, and 7 Detractors. You would subtract the percentage of detractors (34%) from the percentage of promoters (16%) to arrive at your final NPS score:

$$16 - 34 = -18$$

An NPS score of -18 isn't great – as a reference point, the NPS score scaling system works like so:

- **-100 to 0 = Poor.** Now is the time to make some serious changes.
 - **1 to 40 = Good.** You're doing alright, and still have lots of room for improvement.
 - **41 to 70 = Great.** You're entering the upper echelons of customer experience.
 - **71 to 100 = Excellent.** This is rarefied air. Many world-class businesses struggle to get an NPS score in this range.
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