feefo

NPS

Net Promoter Score

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

Recognized 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
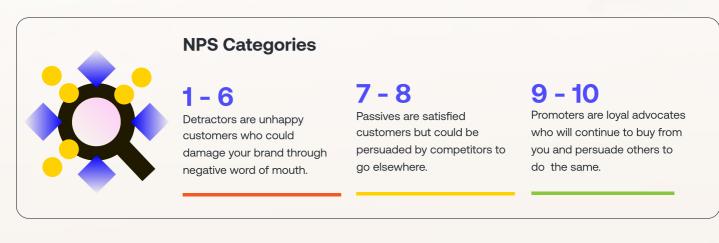
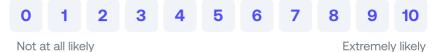A simple way to benchmark your company against competitors

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

To find out more, contact a consultant

Book a demo

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