



NPS: A process and not a metric

Piyushi Chaudhary

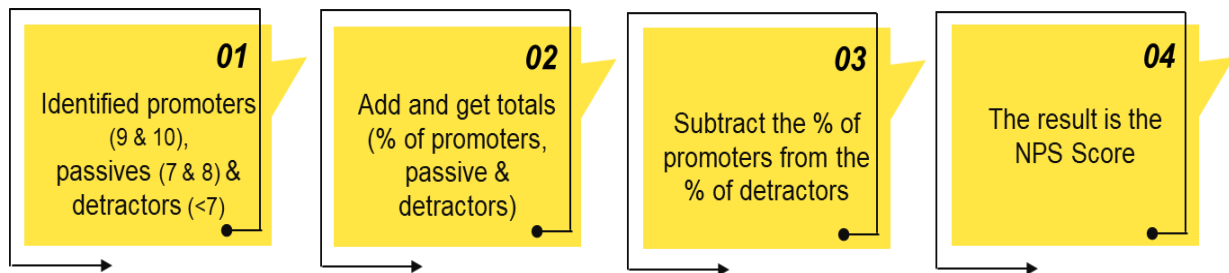
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Net Promoter Score (NPS) is a metric that measures a customer's willingness to recommend a company's product or services to friends or colleagues by asking "How likely are you to recommend [the company or product] to a friend or colleague?"

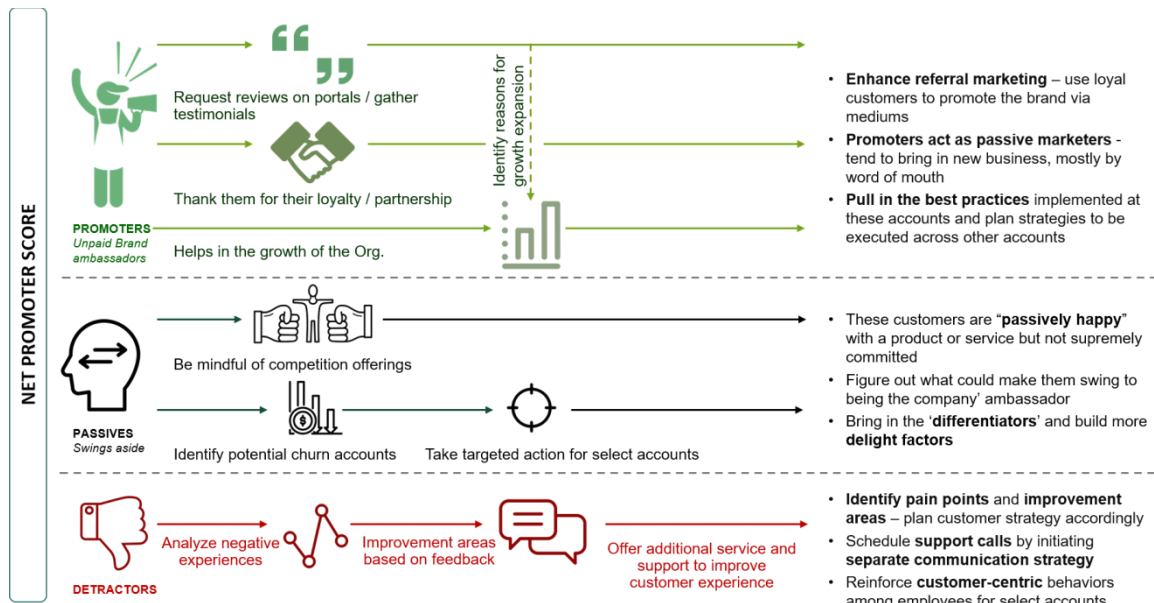
NPS is so called because the measure is computed by subtracting the percentage of

"detractors" from percentage of "promoters". Detractors defined as respondents rating their likelihood to recommend as 6 or less, with promoters those who rated their likelihood a 9 or 10 (respondents who selected 7 or 8 are considered neutral). The score is derived from responses to the single NPS question that companies ask. The survey usually includes a follow-up question asking customers to explain their ratings of their scores



The NPS helps into take into account little details for the customer journey and keep the approach customer oriented. Additionally, promoters, passives, and detractors can be asked a follow-up question on the grounds for their rating. This

allows companies to gather not just quantitative but also all-round qualitative feedback about their performance and to initiate improvements at all levels of the organization.



Of all customer satisfaction measures, NPS will help translate into enhanced customer engagement and relations with client touchpoints.