

# Net Promoter Score (NPS)

Net Promoter Score is a UX metric showing the percentage of customers rating their likelihood to recommend a company, a product, or a service to a friend or colleague as a score for your customer experience.

## When is NPS used?

The NPS is used by product and UX teams when it's important to measure the sentiment of the customers about a product or brand and understand how happy they are about their experience with it. It gives insights into the product's strategy and the next actionable steps that need to be undertaken to improve customer satisfaction and experience. The NPS question can be sent out to customers periodically or can be used as part of usability studies and user research.

## The NPS question

*On a scale of 0-to-10, how likely is it that you would recommend [organization, product, or service] to a friend or colleague?*

## Scaling of responses



### Detractors

Score 0-6

Unhappy users who are unlikely to use your product and can damage your brand.



### Passives

Score 7-8

Satisfied but unenthusiastic users who are vulnerable to competitive offerings.



### Promoters

Score 9-10

Loyal enthusiasts who will keep using the product and refer others, fueling growth.

## How NPS is calculated?

$$\begin{array}{ccc} \text{Promoters \%} & - & \text{Detractors \%} & = & \text{NPS} \end{array}$$

## Next steps

- ✓ Follow up with clarifying questions about the responses
- ✓ Segment your customers based on loyalty
- ✓ Identify the users at risk of churn and take steps to win them back
- ✓ Track NPS over time to quantify changes in user experience