OPERATIONS
DEPARTMENT

NPS

The Net Promoter Score is a metric used in customer experience programs. It is used to determine customer loyalty to a company. It is measured through a survey that has a single question and is reported as a number ranging from –100 to +100. The goal, naturally, is to get a higher score.

Our Approach

Achieve a NPS 10% over the industry average of 42

That's why initially we are going to measure our starting point in January by an email sent through our VP to all our clients.

All our managers from Dedicated, PMB, and Manage teams accounts must do a follow up of their clients and at least have the 100% complete by half of february.

To conclude our quarter, we will measure it again to assure if we meet the objective proposed at the beginning of the quarter.

NPS Metric

The question is: Considering your complete experience with our company, how likely would you be to recommend our products to a friend or colleague?

Respondents must give their answer on a scale that goes from 0 (not at all likely) to 10 (extremely likely) and, depending on their answers, they are organized into three categories, which allow the result to be calculated:

- **Promoters** are those who answer 9 or 10. They are usually loyal and enthusiastic customers.
- **Passives** are those who answer 7 or 8. They are satisfied with the service, but not enough to consider themselves promoters.
- **Detractors** are those who answer from 0 to 6. They are dissatisfied customers who are unlikely to buy again and may even discourage others from doing so.

Formula: *Total % of promoters – total % of detractors = net promoter score*