



Customer Satisfaction Metric

Your Company NPS	
Present Score	
Previous Score	
Better or Worse	 

- Net Promoter Score
- Customers respond to 0-10 point scale on willingness to recommend
 - **Promoters:** loyal enthusiasts who will continue to purchase as well as refer others, driving growth
 - **Passives:** satisfied, though unenthusiastic, customers who are vulnerable to competitive offerings
 - **Detractors:** unhappy customers who can damage a brand and restrict growth through negative word-of-mouth
- The score is calculated:
$$\text{Promoters} - \text{Detractors} = \text{NPS}$$
- Scores range: -100 to +100

