

# **VSP Monthly Customer NPS Survey**

January 2020

# Net Promoter Score

24 responses  
(out of ~100 VFS team members)

# What is NPS?

Net Promoter Score®, or NPS® is a standardized way to measure customer satisfaction used by service providers in many industries

How likely are you to recommend using the platform to other digital teams?



# How to Calculate NPS?

Responses are grouped like this:



Then calculated like this:

$$\text{Promoter\%} - \text{Detractor\%} = \text{Net Promoter Score}$$

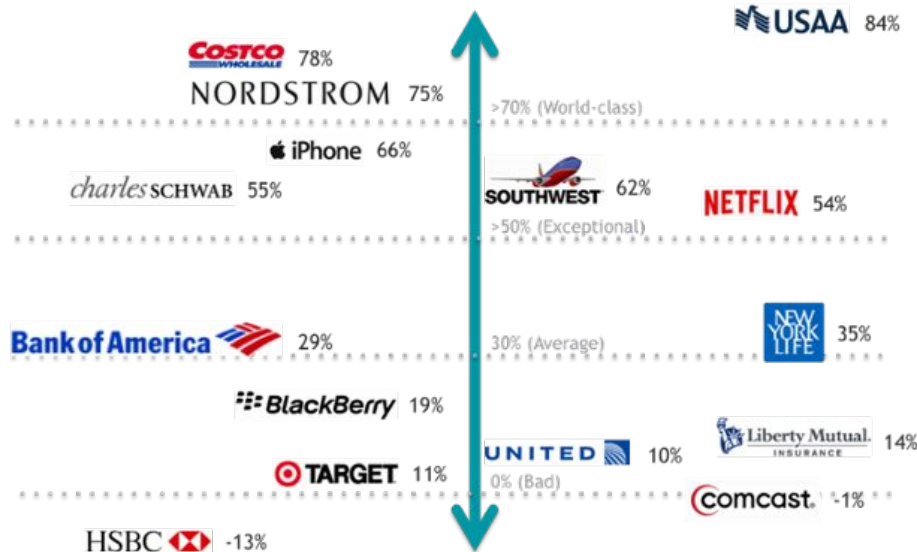
Scores go from -100 to 100

# Why use NPS?

- Set a baseline score to track over time to help us see a trend in overall customer satisfaction.
- By itself, NPS does not indicate whether what we are doing is improving the platform UX or not.
- It is the follow up questions in the NPS survey that generate actionable feedback.

# Are there NPS Benchmarks?

- Avg. response rate for initial survey: 15% - 30%
- Avg. score for B2B service providers: 18



# What we asked?

- How likely are you to recommend using the platform to other digital teams?
- What is the primary reason for your score?
- What discipline do you practice?  
Many respondents selected multiple disciplines
- For the products that you are currently working on, where is your team in the product development lifecycle?  
Many respondents selected multiple stages

# OVERALL SCORE

24 responses out of ~100 VFS team members



**38% detractors**

42% neutral

**21% promoters**



[Link to raw data](#)



## SCORE PER ROLE

### Product Manager

5 responses

0

**Promoters 20%**

Neutral 60%

**Detractors 20%**

### Design/Research

4 responses

0

**Promoters 25%**

Neutral 50%

**Detractors 25%**

### Engineering

8 responses

-37

**Promoters 13%**

Neutral 37%

**Detractors 50%**

**NPS score = Promoter% - Detractor%**

## SCORE PER ROLE

### Content/Writing

3 responses



**Promoters 0%**  
Neutral 33%  
**Detractors 67%**

### QA

1 response



**Promoters 100%**  
Neutral 0%  
**Detractors 0%**

**NPS score = Promoter% - Detractor%**

## SCORE PER ROLE

### Leadership

4 responses

**-25**

**Promoters 25%**

Neutral 25%

**Detractors 50%**

### Teams

20 responses

**-15**

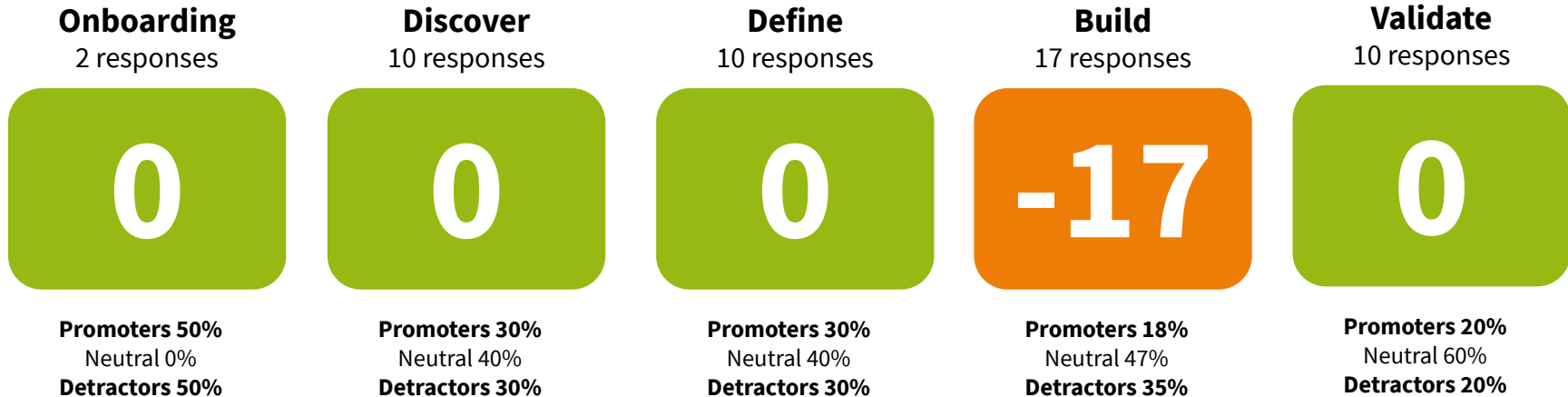
**Promoters 20%**

Neutral 45%

**Detractors 35%**

**NPS score = Promoter% - Detractor%**

## SCORE PER STAGE



**NPS score = Promoter% - Detractor%**

# Takeaways

- By itself, NPS does not indicate whether what we are doing is improving the platform UX or not.
- Scores for Engineering, Content, and the Build phase along with the feedback provided in response to the follow up question indicate areas we should look into.
  - ◆ Engineering documentation
  - ◆ Reviews
  - ◆ BRD process

# Theme 1

What is going well

## Net Promoter Score - Theme 1

“Relatively stable and reliable cadence for getting things merged in. Very good on call support.”

- *BE/DevOps Engineer*

“Besides the pleasure of working with great Platform folks, it's great to have foundational tools/packages that relieve engineering teams from "re-inventing wheels" such as our schema-form, foundation-react, etc.

- *QA Engineer*

“It's the best way to build on VA.gov and ensure consistency.”

- *Product Mgt Leadership*

“They make things work!”

- *Product Mgt*

[Link to raw data](#)

## Theme 2

**Some people feel engineering documentation  
can be improved**



“Processes and documentation aren't clear”

- *FE Engineer*

“While the technologies used are exciting and current, documentation is severely lacking. People are generally helpful in answering any questions they can, but the lack of up to date documentation tends to prevent developers from being as self sufficient as they could be. ”

- *FE Engineer*

“It's hard to find and navigate documentation.

The VA is a very hard-to-navigate technology ecosystem. As in, I'm looking for data field "X" - where do I start looking to find it? I haven't heard any great guidance on this.”

- *BE/FE Engineer*

## Theme 3

**Some people feel the review process is frustrating**

“Code reviews are a constant blocker for VA teams. It's frustrating that we have to have VSP's approval to update our team's own product, but more so that we have to wait 24 hours, then ask in vfs-platform-support, wait for a reviewer, make code changes if necessary, then potentially repeat this process in order to get something approved.

The reviews are also very rarely meaningful. The feedback is usually just about code syntax or adding a unit test rather than commenting on the big picture of how the code operates. Also, IMO, a PR should be auto-approved if it hasn't been looked at at all within 24 hours. ”  
- *BE/FE Engineer*

“The review processes involving the team sometimes feel complex, time consuming, and that they are taking away from my time doing the actual work I need to do.”  
- *Design/Research*

“Formal review processes are not fully implemented.”  
- *Design/Research*

## Theme 4

**Some people are feeling frustrated by the build, release, deploy process**

“The deployment policy is a little scary to me. Eventually, my team or another will have a bug in our product that should be fixed asap, but we'll either have to accept that bug for the day or escalate to the top. This is super frustrating, and I think we should have accepted the risks of off-schedule monolithic deployments while moving to a per-app deployment model, instead of setting up a strict policy.

Things shouldn't be merged to master unless they're prod-ready anyway. If we do want this policy, then the deployment should be a guarantee every day, and any build problems should be resolved by VSP immediately, then followed by a deployment. ”

- *BE/FE Engineer*

“The platform is a bit dated and restrictive--especially in light of more modern web app examples. Current implementation is a patchwork.”

- *FE Engineer*

## **Next steps:**

- Meet with VSP teams to review feedback.
- Follow up with VFS individuals who identified themselves.
- Explore methods to improve response rate.