



What Is Net Promoter?

A TRUSTED ANCHOR FOR YOUR CUSTOMER EXPERIENCE MANAGEMENT PROGRAM

Net Promoter Score®, or NPS®, measures customer experience and predicts business growth. This proven metric transformed the business world and now provides the core measurement for customer experience management programs the world round.



$\% \text{ PROMOTERS} - \% \text{ DETRACTORS} = \text{NPS (NET PROMOTER SCORE)}$

The NPS Calculation

Calculate your NPS using the answer to a key question, using a 0-10 scale: How likely is it that you would recommend [brand] to a friend or colleague?

Respondents are grouped as follows:

- **Promoters** (score 9-10) are loyal enthusiasts who will keep buying and refer others, fueling growth.

- **Passives** (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.
- **Detractors** (score 0-6) are unhappy customers who can damage your brand and impede growth through negative word-of-mouth.

Subtracting the percentage of Detractors from the percentage of Promoters yields the Net Promoter Score, which can range from a low of -100 (if every customer is a Detractor) to a high of 100 (if every customer is a Promoter).

A Core Metric for CEM

Use your NPS as the key measure of your customers' overall perception of your brand. Because NPS is a leading indicator from growth, it provides the best anchor for your customer experience management (CEM) program. Complement NPS with other metrics and insights from various points along the customer journey, and you have a comprehensive, actionable view of your customer experience performance.

Trusted by Your Workforce

Straightforward and easily understood by everyone from the corner office to the front line, NPS provides a touchstone for engaging your workforce in your customer experience program.

Get Net Promoter Certified!

The metric is simple, but a CX program takes know-how. Get the skills you need with the Net Promoter Masterclass.



ONLINE, INSTRUCTOR-LED TRAINING

Our best-selling online course is also available in an instructor-led format. Meet with our experts and your motivated peers 5 times over 4 weeks to engage, collaborate, and dive even deeper. This option for the Net Promoter Masterclass offers time-zone friendly sessions.

LEARN MORE

CERTIFICATION + BENCHMARKS

Unlock access to our comprehensive Net Promoter Masterclass plus our market-leading [NPS benchmarks](#) when you subscribe to NICE Satmetrix Academy & Research. You'll learn critical skills for CX program excellence in an entirely self-paced, online setting, and gain access to annual NPS benchmark reports covering companies in 23 B2C industries, plus seven reports on B2B industries for the duration of your subscription.

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