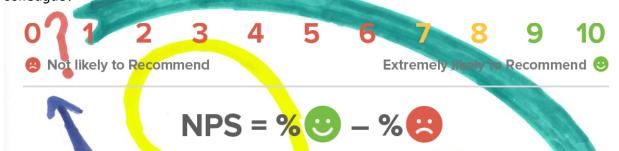# Net Promoter Score in Agile

The Net Promoter Score (NPS) is an index ranging from -100 to 100 that measures the willingness of customers to recommend a product or service to acquaintances. It is used as a proxy for gauging the customer's overall satisfaction with the product or service and the customer's loyalty.

Customers are surveyed on one single question. They are asked to rate on an 11-point scale (0 to 10) the likelihood of recommending product or service to acquaintances.

"On a scale of 0 to 10, how likely are you to recommend this product or service to a friend or a colleague?"

Based on their rating, customers are then classified in 3-categories: **promoters**, **passives**, and **detractors**.

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.

Ref: http://agileanswer.blogspot.com

Usage scenarios

1. Calculate NPS of a feature
   a. before building a feature
   b. directly after the feature is used
   c. periodically while feature is in use
2. Calculate NPS of team's happiness
   a. How likely is it that you would recommend our team to a trusted friend that is looking for a job?
   b. How likely is it that you would recommend processes followed to other teams?