NPS Basics Refresher

Jetstar

Net Promoter Score or NPS is a key customer metric in Jetstar's business scorecard

What is NPS?

Net Promoter Score or NPS measures advocacy and loyalty of customers to a company through their likelihood of recommending the company to family, friends or colleagues

Why is NPS important?

Studies suggest there is a correlation between customer experience and customer spend, that is through:

Customer retention
Customers stay with us longer

Share of Wallet
Customers choose us over other airlines more often

Referrals
Customers promote us to potential customers through word of mouth

How is NPS calculated?

We send a portion of our customers a survey the day after their flight to determine how their experience was with us. The survey currently includes three main questions

NPS is calculated from the first question, while the key drivers / reasons are derived from the second and third questions.

1 Net Promoter Score (NPS):

Based on your recent flight from Melbourne to Sydney how likely are you to recommend Jetstar to a friend or colleague?
0 1 2 3 4 5 6 7 8 9 10
Not Likely — Extremely Likely

We ask our customers how likely they are to recommend Jetstar to a friend or colleague on a scale of 0 for Not likely to 10 for Extremely likely.

2 NPS Driver

You have provided a score of 9.
Thanks! Can you tell us why you chose 9?

The next question we ask our customers is to tell us why they gave us that score which we then analyse using text analytics platforms to turn into actionable insight.

Detractors   Passives Promoters
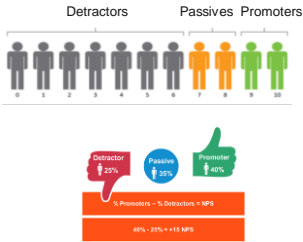
Customers who give a 9 or 10 are called Promoters, 7 or 8 Passives, and 0 to 6 Detractors.

Detractor 25%   Passive 35%   Promoter 40%
% Promoters - % Detractors = NPS
40% - 25% = +15 NPS

NPS is the % of promoters less the % of detractors.

3 Overall Customer Satisfaction (CSAT) and CSAT by journey point

Thinking about your recent flight experience from to on , how would you rate **your satisfaction** of each of the following...

	Completely Dissatisfied				Completely Satisfied	
	1	2	3	4	5	NA
★ Your experience overall	O	O	O	O	O	
Making your booking (e.g. via our website, app, contact centre, through a travel agent)	O	O	O	O	O	
Managing your booking (e.g. adding bags, meals, changing flights)	O	O	O	O	O	O
Checking in (including bags)	O	O	O	O	O	
Timeliness of flight (departing and arriving on time)	O	O	O	O	O	
Boarding your flight	O	O	O	O	O	
The service on board	O	O	O	O	O	
Any purchases you made on-board (e.g. food, drinks)	O	O	O	O	O	O
Your arrival experience from landing to leaving the airport	O	O	O	O	O	O

In the same post flight survey, customers are asked to rate their satisfaction on a scale of 1 for Completely dissatisfied to 5 for Completely satisfied for the overall experience and for each journey point in their recent experience.

CSAT is then calculated by getting the average of customer scores. We also track and report the % of customers that are satisfied.

We are able to track CSAT by journey point over time and analyse them in relation to NPS. Specific teams are linked and accountable to certain journey points.