

Net Promoter Score

An NPS is a customer experience metric that calculates the difference between the number of people who would recommend or promote a service and the number of people who would actively detract that same service. The measurement begins by asking customers a simple question: "How likely is it that you would recommend our company to a friend or colleague?" The measurement allows businesses to track and increase the likelihood of customers recommending an organization.

Net Promoter Score Groupings

Participants can give an answer ranging from 0 (not at all likely) to 10 (extremely likely). Based on their responses, customers are placed in one of three categories. The assumption is that individuals scoring between a 9 or a 10 is considered a 'promoter' will give positive word-of-mouth. Individuals scoring 7 or 8 are considered indifferent also known as 'passives'. Finally, individuals who score 6 and below are likely to be dissatisfied customers and are labelled as 'detractors'.

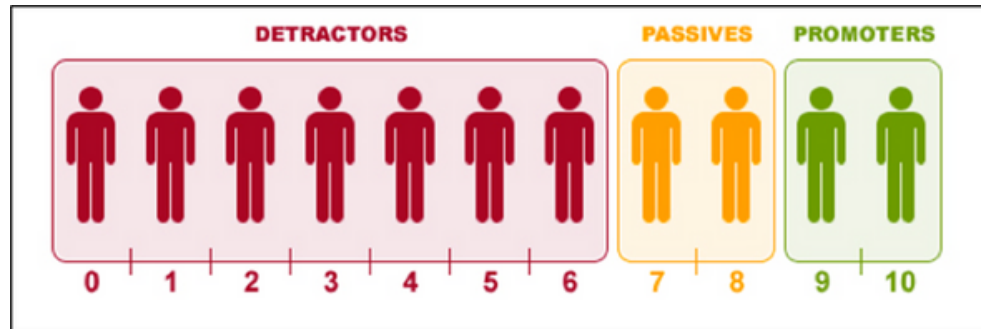
Calculation

Net Promoter Score is expressed with a number ranging from -100 to 100, giving an overall score of the customer experience. The score is negative when a company has more detractors than promoters, and vice versa.

The Net Promoter Score is then calculated as the percentage of 'promoters' minus the percentage of 'detractors', as shown below.

$$\text{NPS} = (\% \text{ of promoters}) - (\% \text{ of detractors})$$

For example, if 75% are promoters, 15% are detractors and 10% are passive, your NPS score would 60%.



What This Means For You

An NPS helps demonstrate value to the client as well as the business. We know this metric is imperative to maintaining a successful business which is why putting our clients first is an integral part of our values. Ingraining this philosophy drives our commitment to client experience and ensures a sustainable and long-term loyalty. As a client, you can expect a personalised service making it as simple as possible for you to take control and achieve your goals at every point along your financial journey.

