

DISCUSSION GUIDE: **WHAT IS NET PROMOTER SCORE (NPS)?**

Overview: Most companies recognize the immense value of customers who actively recommend their products and services to others. Use this tool to spark a discussion with a group of people about the Net Promoter Score (NPS) and how it can be used in your organization to improve customer experience. Prior to the discussion, the group will watch a three minute and 45-second video.



ONLINE RESOURCE:

Temkin Group video: **What is Net Promoter Score (NPS)?**

DIRECTIONS FOR USING THE TOOL

1) SET UP THE DISCUSSION

Explain that the Net Promoter Score, also known as NPS, is a system that helps companies track and increase the likelihood of customers recommending the organization – if, and only if, the organization takes action on what it learns.

2) WATCH THE VIDEO

Have the group watch the three minute and 45-second video.

3) LEAD THE DISCUSSION

After showing the video, outline how your organization is using or considering using NPS, and any insights you've uncovered about Promoters and Detractors. Then go around the group and ask people to respond briefly to this question:

- *In what ways do you think that NPS can be used to improve our business?*

The video explains that successful companies review NPS feedback when it is captured, prioritize findings, and take action on the items uncovered. If your company has efforts underway, share how it is taking action to improve NPS through its CX efforts. Capture answers on a flipchart or whiteboard while you have the group discuss:

- *What can you do in your role to ensure that the use of NPS will drive changes in the business that increase Promoters and decrease Detractors?*

4) CLOSE THE DISCUSSION

After the discussion, go around the group and ask people to respond briefly to this question:

- *What is your key take-away from this discussion and what will you do differently as a result?*

After the session, send a follow-up email with the discussion notes. Outline next steps for you and the group based on the discussion about NPS at your company.