Net Promoter Score Defined

The Net Promoter question:

On a scale of 0-10, how likely would you be to recommend [brand] to a friend or colleague?

0

Promoter

Passive

Detractor

1 2 3 4 5 6 7 8 9 10

Net Promoter Scores vary widely by industry, as you can see from the average scores for 23 industries. Knowing what similar companies have achieved helps you to set realistic goals for improvement, and realism is key to the long-term success of your program.

Use Data to Drive Success

Benchmark your Net Promoter Score to improve customer retention and decrease costs. 

2% increase in customer retention has the same effect as decreasing costs by 10%.

20% to 60% improvement in customer retention accounts for 30% better profits.

Ready to Beat These Scores?

Arm yourself with NPS Benchmarking software for driving customer experience success.

Start today: www.satmetrix.com

Increased 
Conversion rate for referral leads, like you get from Promoters of variation in organic growth is accounted for by Net Promoter Score.