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NPS - Net Promoter Score

NPS stands for 'Net Promoter Score' which is a metric used in customer experience programs.

Each customer is asked to answer the following question: "On a rating from 1 to 10, how likely would you recommend our services to a friend?"

Usually marks from 1 to 6 are categorized as "Detractors", marks from 7 to 8 are categorized as "Passives" and marks from 9 to 10 are categorized as "Promoters"

This Tableau Accelerator allows you to:

- Understand how customers rate their experiences with your company
- How the quality of your customers' experience evolved over time

Answer key business questions

- What is my Net Promoter Score?
- Do we evolve in the right direction?
- What are the predominant feelings of my result base?
- Is the overview of their response match what I expected?
- How evolves the number of participations?

Monitor and improve KPIs

Participation

- **Total Answers:** Total number of answers to the survey
- **Avg Score:** Average score given by survey participants

NPS Categories

- **Net Promoter Score:** Net Promoter Score (NPS) is a customer loyalty metric that measures the likelihood that a customer will recommend a company's products or services to others, with a scale of 0 to 10, with 0 being "not at all likely" and 10 being "extremely likely". NPS is used by companies to gauge the level of customer loyalty and to identify areas where improvements can be made. Customers who respond with a 9 or 10 are considered "promoters", those who respond with a 7 or 8 are considered "passives", and those who respond with a 0 to 6 are considered "detractors".

- **Total Promoters:** Total number of Promoters (i.e. Score >=9)
- **Promoters %:** Share of promoters among survey participants (expressed in %)
- **Total Passives:** Total number of Passives (i.e. Score between 7 and 8)
- **Passives %:** Share of passives among survey participants (expressed in %)
- **Total Detractors:** Total number of Detractors (i.e. Score <7)
- **Detractors %:** Share of detractors among survey participants (expressed in %)

Required attributes

- **Survey Date** (date): Date of survey
- **Answer Score** (numeric): Integer Value for each answer, expected values between 0 ("not at all likely") and 10 ("extremely likely")