A UX Perspective on NPS

Margot Lieblich
About Me

Psychology/English

Worked in Healthcare IT for ~5 years

Pursuing Masters in Human Factors/Information Design at Bentley University

Spring: UX Research Intern at Liberty Mutual

Summer: Design Strategy Intern at Fidelity Labs
How are we doing?

How likely is it that you’d recommend Booking.com to a friend or family member?

0 1 2 3 4 5 6 7 8 9 10

Definitely would not  Definitely would

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This email was sent by Booking.com, Herengracht 597, 1017 CE Amsterdam, Netherlands
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Dear Margot,

It was a pleasure serving you on your recent flight from Boston (BOS) to Orlando (MCO) on March 23, 2018. We know you have a choice in travel and appreciate when you choose to fly with us.

As a valued SkyMiles member, your feedback is important to us and will help us continue to improve. Please begin this short survey by answering the first question below.

**How likely are you to recommend Delta Air Lines to others?**

<table>
<thead>
<tr>
<th>Definitely Will</th>
<th>Probably Will</th>
<th>May or May Not</th>
<th>Probably Will Not</th>
<th>Definitely Will Not</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

We thank you in advance and hope to see you onboard again soon.

Sincerely,
Gil West
Chief Operating Officer
Your Opinion Counts

How likely are you to recommend Wayfair to a friend or colleague?

To help us ensure you're always provided with the best shopping experience possible, please answer the one-question survey above. Upon responding, you will be prompted to give a short explanation for your rating. All feedback is extremely helpful!

Thanks,
The Wayfair Team
Net Promoter Score (NPS)

“A way to measure and manage customer loyalty without the complexity of traditional customer surveys... This number is the one number you need to grow.”

Frederick F Reichheld, Harvard Business Review

https://hbr.org/2003/12/the-one-number-you-need-to-grow
NPS in UX headlines

“Net Promoter Score Considered Harmful”
Jared Spool, December 2017

“Net Promoter Score is Not Harmful”
Aga Szóstek, January 2018
Concept of NPS

Your Opinion Counts

Question: How likely are you to recommend Wayfair to a friend or colleague?

Scale: 0 to 10

Analysis:
- Detractors
- Passives
- Promoters
NPS Question

1. Ask a loyalty question
   ○ How likely are you to recommend us to a friend/colleague?
   ○ How likely are you to recommend us to a friend/colleague after your last interaction with our support team?

2. Then ask “why?”
   ○ Free-form comment section after NPS question
Net Promoter Score

(Percentage of Promoters) - (Percentage of Detractors) = NPS

The difference between the percentage of people who had 9 or 10’s and the people who had 0 through 6’s… and ignoring anyone in the middle

NPS = 20
What is a “good” NPS?

Data pulled from: https://delighted.com/nps-benchmarks
Subject to change

Avg for software: 40
Avg for airlines: 37
Avg for fast food: 30
Avg for internet service: 16
Criticism of NPS
Criticism of NPS

- 11 point scale?!?
  - Converts to essentially 3 point scale
- Not predictive of future behavior
  - “Would you recommend us?”
Criticism of NPS

- **Ways to “hack” NPS**
  - Only poll happy customers
  - More surveyed people = lower scores
  - More survey reminders = lower scores
  - Use NPS smiley “guides”
So... why do WE care?
Defense of NPS

Philosophy: identify customers with negative feedback and \textbf{listen} to their experiences.

- 0-6 are all considered “detractors”
- Cast a wide net to gather negative feedback
Defense of NPS

- Unhappy people talk more than happy people
- Easily segment feedback
- Direct customer input to product backlog/project prioritization
- Emphasis on the voice of the customer
It’s a start!

NPS means your company is making an effort to listen to customers. Let’s start the conversation!
Leverage as buy-in for UX projects

Qualitative and quantitative NPS data makes a case for the features you need AND the need to explore these insights through UX research
How to make the most out of NPS

- Get involved
  - Not typically “owned” by UX

- Ignore the score
  - Don’t use this as a metric for performance that employees try to influence

- Focus on the qualitative
  - Give your team access and divide and conquer the qual!

- Use survey best practices
  - Keep it short
  - Tools for embedding question in email
Thank you!

Questions?

/in/margotlieblich/
mlieblich09@gmail.com
@mleeblick
Appendix
Full NPS Formula

This is the full formula to use with raw data instead of percentages of promoters/detractors:

\[
\frac{(\text{Number of Promoters} - \text{Number of Detractors})}{\text{Number of Respondents}} \times 100
\]
Statistics of NPS

- Remember the goal: elicit feedback
  - Don’t limit respondents based on minimum for statistical significance
  - Emphasize qualitative findings over relevancy of end “score”

- Calculate margin of error
  - Required to begin estimation of statistical significance
  - Use [this handy resource](https://medium.com/net-promoter-score/how-many-respondents-do-i-need-for-my-nps-to-be-relevant-551d575bb4a9) for information on how to calculate margin of error for NPS
Ways to Survey with NPS

How did Roozbeh do?
Rate your Genius Bar experience at the Apple Store.

Click or tap to answer, and then continue taking the survey.
Relationship

Transactionable

https://www.retently.com/blog/transactional-relationship-nps/