



## Best Practice

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### NET PROMOTER SCORE

Ever visit your automotive dealer or a favorite hotel then receive a survey which asked you: “Would you recommend this business to your friends or family?” Your answer to that question on a scale of 0-10 was part of a larger calculation of customer loyalty by that business that often is called the Net Promoter Score (or “NPS”).

BetterManager measures the enthusiasm of its clients for our coaches and company by using this same Net Promoter Score. Created by Bain & Company, NPS is the standard assessment of customer and client enthusiasm and loyalty across many industries today. It is an index that ranges from -100 to +100 and measures the willingness of clients to recommend a company’s service to others based on their experience.

### Why It Matters

BetterManager believes this is the most accurate and measurable predictor of our client’s satisfaction with you as a coach and with our services as a company. BetterManager uses the overall NPS score from the average total of all of our clients to ensure the highest quality of coaching services are delivered on a consistent basis.

### How It Works

Clients of BetterManager are sent a survey after the coach completes the coaching assignment with them. The survey asks these questions, “How likely is it that you would recommend your coach to a friend or colleague? ” and “How likely are you to recommend BetterManager to a friend or colleague? and the client is asked to rate the enthusiasm of their recommendation on an 11 point scale, from 0-10. Based on their rating, we then classify that client as:

- *A Detractor* (a score of 6 or lower). They are not satisfied or thrilled with their coach or coaching experience.
- *A Passive* (a score of 7-8). They are somewhat satisfied, but they could just as easily choose another coach next time, and they are not likely to promote you or BetterManager.
- *A Promoter* (a score of 9-10). These clients are the enthusiastic evangelists for our coaches and the company, promoting the company to other potential clients. We can count on them to be loyal customers.

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Each client of BetterManager who completes a survey will fall into one of these three categories. The overall NPS score is then calculated based on the total average score from clients who ranked the coach. To arrive at the NPS for the coach, we use the standard NPS formula: we subtract the overall percentage of Detractors from the overall percentage of Promoters, which results in a score from -100 to 100% (NPS does not count Passives in the formula). Scores over 50% are considered “good.” Any score over 70% is considered world class. **BetterManager’s coaches in January 2018 averaged an NPS of 80%!**

### A Hypothetical Activity

BetterManager coach Cindy Mansen hypothetically coaches Jose Guerrero at a growing tech company called Savant. At the conclusion of the coaching sessions for Jose, Jose will receive a BetterManager survey asking whether Jose would recommend on a scale from 0-10. Jose gives Cindy a 7.

- In regards to Cindy, Jose is a \_\_\_\_\_.
- If Cindy has an average promoter score of 80% and an average detractor score of 10%, then her NPS score is \_\_\_\_\_.

Answer: In regards to Cindy, Jose is a Passive because he gave Cindy a score of 7, clearly in the Passive category. Her NPS score is 70% (80% Promoters - 10% Detractors).

To arrive at a total NPS for BetterManager’s coaching team, we take the average of all scores from our clients and subtract the Detractors from the Promoters. We aim for 80 to 100 NPS! As a coach, you will keep us in this range if you consistently deliver scores of 9-10, making you a world class BetterManager coach!

### Further Reading

- Ultimate Question, by Fred Reichheld
- A Guide to NPS from Bain & Company, <http://netpromotersystem.com/about/index.aspx>