



#### Target setting notes

Thresholds are for exemplification purposes only. Net Promoter Score can greatly vary from one company to another depending on the industry or on the methodologies used to determine and benchmark a NPS. Some organizations consider that any NPS above 0 is a good score as it means that there are more promoters than detractors, however, the commonly agreed methodology states that only an NPS above 50 is considered satisfactory.

#### Analysis and Resources

#### Overall notes

Net Promoter Score (NPS) is widely used by large organizations as a customer feedback tool, providing a clear and easily interpretable metric that is valuable for employees at all levels. For managers, NPS serves as a strategic input to guide decision-making and drive company performance. To gain deeper insights into the motivations of both Promoters and Detractors, it is advisable to supplement the NPS question with open-ended follow-ups. These additional questions help uncover the reasons behind the given scores, enabling managers to implement targeted improvements. By either increasing the percentage of Promoters, reducing the proportion of Detractors, or ideally achieving both, organizations can effectively enhance their future NPS.

#### Additional resources

<http://www.callcentrehelper.com/top-tips-for-improving-netpromoter-scores-nps-42754.htm>  
<http://blogs.hbr.org/2011/05/how-philips-uses-net-promoter/>

#### References

1. Rao, D. N. (2018), ?How net promoter score relates to organizational growth, available at: [https://www.researchgate.net/publication/328305049\\_HOW\\_NET\\_PROMOTER\\_SCORE\\_RELATES\\_TO\\_ORGANIZATIONAL\\_GROWTH](https://www.researchgate.net/publication/328305049_HOW_NET_PROMOTER_SCORE_RELATES_TO_ORGANIZATIONAL_GROWTH)
2. Fisher, N. I., & Kordupleski, ?(2018), ?Good and bad market research: A critical review of Net Promoter Score, available at: <https://doi.org/10.1002/asmb.2417>
3. Baehre, S., O'Dwyer, M., O'Malley, L., & Lee, N,(2021),The use of Net Promoter Score (NPS) to predict sales growth: insights from an empirical investigation, available at:<https://doi.org/10.1007/s11747-021-00790-2>