User**IQ**

Using NPS Surveys

The best practices for using NPS Surveys

Presenting NPS Surveys

When to display NPS Surveys

NPS surveys are best asked after a user has grown accustomed to your services or your company so that they can provide the most informed opinion. It is best to put the survey at the end of a process as not to interrupt a user's work flow.

How to ask NPS Survey questions

It is **strongly recommended** that the nature of the NPS survey is not modified. "How likely are you to recommend this company/service to a friend or colleague?" The goal of NPS Surveys is to find user sentiment and their word-of-mouth sentiment of your service or company overall.

Reading NPS Survey data

Meaning of NPS Survey data

Respondents are categorized as Promoters, Detractors or Passives. Promoters count positively, Detractors count negatively, and Passives do not contribute to the total score. The NPS score is calculated by

$$\frac{Promoters - Detractors}{Total\ Respondents} * 100 = NPS\ Score$$

A positive score means more users are recommending your product or service to colleagues, and a negative score means more users are not recommending your product or service.

NPS Scores are relative, based on the industry. While a 36 may not seem like a great score, the overall score of competitors in your industry may be much lower.

Unfortunately, NPS scores do not show the specific features that users find worth promoting or the features that discourage promotion. However, UserIQ is capable of targeting users based on their NPS scores. As a follow up to NPS Surveys, custom surveys can be used to gather specific information about user sentiment.

Exporting NPS Survey data

NPS Survey data is exported as an Excel file. This file contains a list of all users who have answered the NPS survey, when they answered the survey, all their custom variable attributes, the score they provided, and the comments they left.