



NPS SURVEY

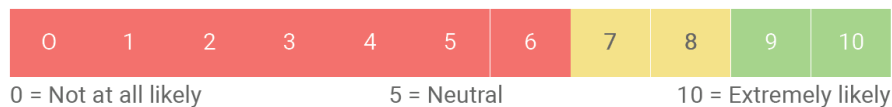
NPS stands for Net Promoter Score, this is an index ranging from -100 to 100 that measures the willingness of customers to recommend a company's product or services to others. As the questions are open ended, the feedback is not skewed by having too large a question set. NPS focuses directly on customer satisfaction, it is a key metric for determining a brand's success and growth potential.

1. To create a new Survey, click the button.
2. A new window will open, you now need to give the survey a name and select the owner level.

3. Click to begin.
4. The first question for the survey is not editable and will always be the following:

How likely are you to recommend 'venue name' to a friend?

5. Responses to this question are grouped into three categories, these are:



$$\text{NPS}^{\text{®}} \text{ (Net Promoter Score)} = \text{Promoters (\%)} \text{ (9s and 10s)} - \text{Detractors (\%)} \text{ (0 through 6s)}$$

- 0 to 6 are classed as Detractors. These customers are unhappy and will most likely say negative things about your brand.
 - 7 to 8 are classed as Passives. These customers don't really care about your brand and its unlikely they will promote your brand.
 - 9 to 10 are classed as Promoters. These customers love your brand and will spread the word.
6. Depending on the responses given to the initial question, will determine what following subsequent questions will be asked.
 7. You can specify what these subsequent questions will be, there are three to complete. Each text box will have an example response question as the placeholder. These examples can be used but you will still need to enter the text, you cannot leave a text box empty some text must be added.

Three examples of survey questions are shown in a vertical list. Each example is contained within a light grey rectangular box with a darker grey header. The first question is '0 to 6 Response question' with the text 'QUESTION (max 50 chars.)' and the question 'What can we do to improve?'. The second is '7 to 8 Response question' with the text 'QUESTION (max 50 chars.)' and the question 'What can we do to increase your score to 10?'. The third is '9 to 10 Response question' with the text 'QUESTION (max 50 chars.)' and the question 'Anything you'd like?'.

8. On the right of the screen you can change the **Survey name** is required.

Survey name

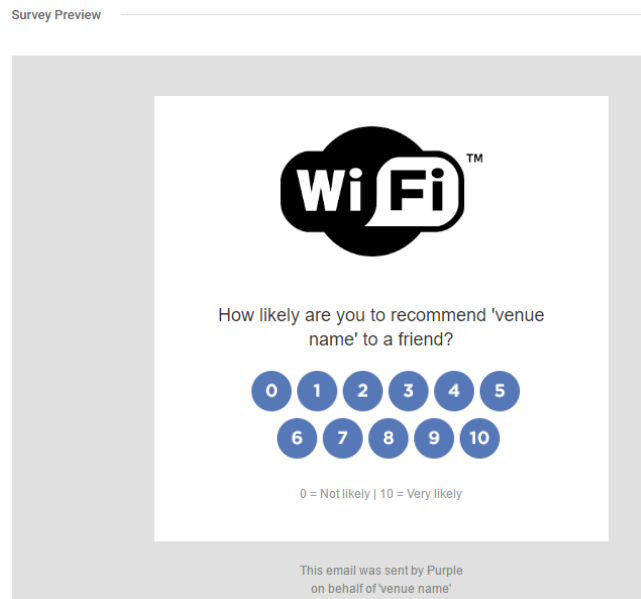
Training

Browse


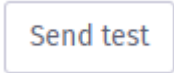

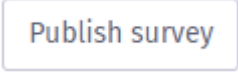
9. You now need to add the **Survey logo**, to do this click the **Browse** button.
10. An external window will open, navigate to the location of the saved image and then click **Open**.
11. The maximum size of the image is 600x400, if the size is above this a red error message will appear at the top of the screen.

Failed to upload, image size is too large. 963*501 expected maximum 600*400

12. As long as the image is within the required size it will load in the **Survey preview** window below the settings area.



13. At the top of the screen you have numerous options, these are:

-  - Return to library
-  - Send test
-  - Save survey
-  - Publish survey

14. Sending a test will allow you to see how the survey will look for the end users. No responses can be given on a test survey.

15. When all the details have been completed, you can Publish the survey. If any area is missing a red error message will appear at the top of the screen and the missing fields will also have a red border around them.

16. If you have already published a survey previously then the system will also show an error message as only one survey can be published at any one time. The survey will not publish but you can save and use at a later time as required.

17. Back in the Library, your Survey will be displayed along with other NPS surveys created, it will show the following information:

- Survey name
- Date created
- Owner
- Published

18. There is also the fly-out menu at the end of each created survey, the options available within the fly-out will differ depending on if the survey is published or not. The options are:

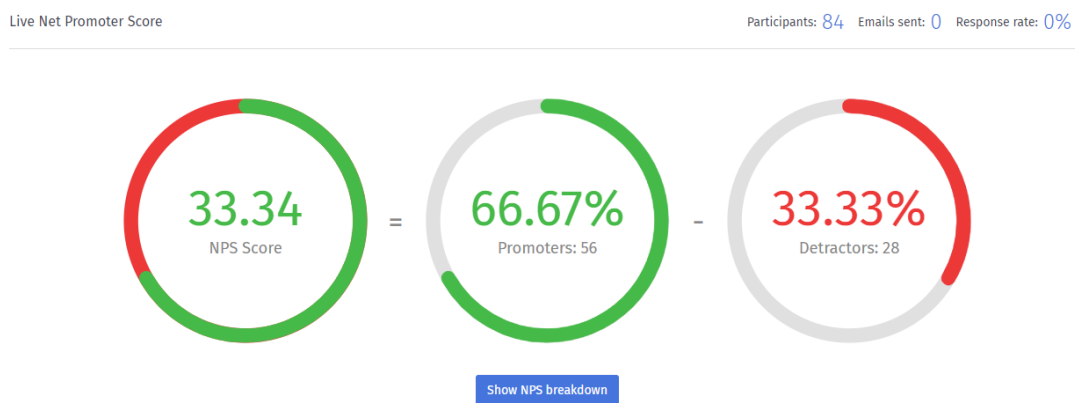


- Update details (unpublished surveys only)
- Duplicate
- Delete

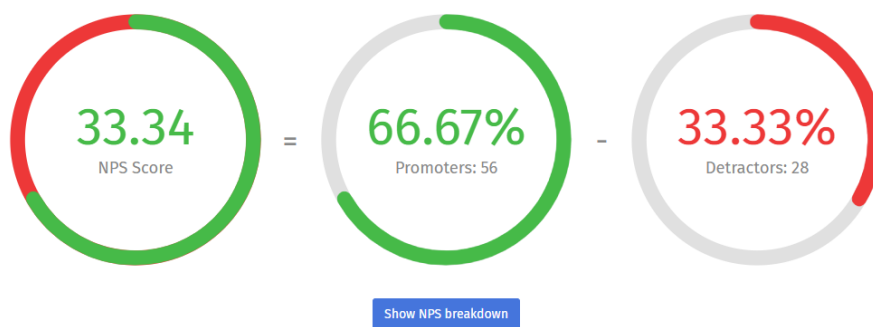
19. Once Published the NPS survey will go out 24 hours after the user has visited the venue. All responses will be populated in the NPS survey campaign area.

NPS survey Responses

1. To access the NPS responses, click **Campaigns** from the left fly-out menu.
2. Then select **NPS Survey** from the sub menu.
3. When the page loads, you are shown the overview of the responses received.



4. The first area is **Live Net Promoter Score**, this score is calculated by showing the number of **Promoters** minus the number of **Detractors**.



5. In the top right of the screen it will display the following:

- Number of **Participants**
- Number of **Emails sent**
- **Response rate** as a percentage



[Show NPS breakdown](#)

6. Below the score break down is the [Show NPS breakdown](#) button, clicking this will open a separate window displaying all the published NPS surveys.

7. At the end of each displayed survey is the [View responses](#) link, clicking this will update the screen and display all the responses.

8. You have the option to download these responses via CSV by clicking the

[Download CSV](#)

button.

[Return to survey](#)

9. To return to the survey click the [Return to survey](#) button.

10. Back in the survey overview, towards the bottom of the screen, is the **Live trend**. This will display the average NPS score across a time period.

[Download PDF](#)

11. You can also download the overview data by clicking the [Download PDF](#) button.