

The biggest NPS mistakes and how to avoid them!

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1. NPS in general - the ideal NPS survey;

2. Mistakes 1 - 5:

- a) Wrong cadence & wrong customer base, asking at the wrong time;
- b) Being a score chaser;
- c) Focusing too much on detractors;
- d) Low response rate;
- e) Not following up, not making NPS a company-wide effort;

3. Live QA session.

There are a lot of myths surrounding NPS. Let's debunk them.

-  **I. NPS is useless, irrelevant** - only true if not leveraged or deployed correctly
-  **II. NPS is not predictive** - only true for some industries under very specific circumstances, otherwise it's a fantastic predictor of revenue & growth
-  **III. NPS is the only metric you should use** - not true, it's a single data point, won't tell you everything. Best used in combination with CSAT & CES
-  **IV. NPS is a product metric** - not true, a metric for all teams, takes into account everything (messaging, marketing, pricing, customer support)

NPS in general - the ideal NPS survey


The NPS survey is two simple questions. Don't overcomplicate it:

1. Likert scale question

How likely are you to recommend our product to a friend or colleague?

0 1 2 3 4 5 6 7 8 9 10

Not likely Very likely



2. Open-ended question

What's the most important reason for your score?

fantastic customer support and ease of use

Submit



With each added question the user is 50% less likely to complete the survey (survey fatigue). Don't add too many questions.



Use the standard two questions + a thank you message. If adding more/fewer questions, do it with caution.



Make your NPS mobile friendly.

60% of people will be responding on a mobile.



Decide who and when gets the survey. Don't send NPS to your entire customer base at once. Run NPS survey in regular time intervals.

Asking at the wrong time, the wrong cadence & customer base



Don'ts:

- Don't send NPS right after purchase
- Don't send NPS too late, either
- Don't send NPS to your entire customer base at once



Why it matters:

- You want your NPS campaign to be manageable and follow up with customers individually
- The experience needs to be fresh in the memory
- You want to measure overall brand loyalty, not ease of purchase process or similar
- Your results will be more meaningful



Dos:

- Send NPS after the customer have had enough time to use your product service. **For e-commerce: 14 days** after the item has been delivered. For **SaaS/app/service: 30 days** after purchase.
- For recurring businesses, send NPS on a quarterly basis.
- Send NPS surveys in batches so feedback is manageable and actionable and you keep up with the pace.

Being a score chaser, not genuinely looking to improve

Don'ts:

- Exert pressure on respondents, chase them, ask loaded questions
- Use NPS as a vanity number
- Offer employee bonuses/compensation based on NPS results



Why it matters:

- It's your follow-up responses and improvements you make that matter, not an overall score
- If you run NPS with one objective in mind - improving your product - the rest will follow

Dos:

- Use every chance to follow up with customers individually
- Drive growth by building genuine, long-standing relationships with your customer
- Address each piece of feedback
- Map out an action & improvement plan

Focusing too much on detractors

Don'ts:

- Respond only to negative feedback (detractors)
- Do nothing about the feedback you're receiving



Why it matters:

- You can turn detractors into promoters or at least minimize the risk of negative reviews
- The ultimate goal is to benefit from positive feedback: getting more customer reviews, testimonials, case studies, product research participants, social media mention
- NPS is about driving growth - not only because it's predictive but allows you to take some real action



Dos:

- Spend as much time engaging with promoters as you do following up with detractors
- Have strategies and process in place for dealing with both detractors and promoters
- Apologize to customers, update them on the progress, relay the feedback to the relevant team

Don'ts:

- Put NPS into a larger survey or email or lump it together with other questions



Why it matters:

- NPS surveys can only have a high response rate if they're quick & easy to answer
- The more questions you ask the more frustrated your customers become
- Email lets you personalize communication, people can respond to the survey straight from the email
- In-app feels less personal, might be disrupting people during a task, you might be measuring satisfaction at a specific interaction point, not overall brand loyalty

Dos:

- Keep it simple, don't ask too many questions
- Email is still king. Make sure your customers receive a personalized, dedicated email with NPS
- Embed the NPS survey directly in the email's body so people can respond to it from their mailbox
- Make sure your CRM data (contacts) is up to date
- When sending in-app NPS surveys, bear in mind the limitations they involve
- Make your NPS mobile friendly

Not following up, not making NPS a company-wide effort



Don'ts:

- Leave NPS responses unanswered, the least you can do is to say thank you
- Keep your score front of mind but how to segment customers into follow-up strategies
- Keep NPS scores only to the NPS team



Why it matters:

- NPS surveys should begin the discussion, not end it
- It's your goal to become more customer-centric and customer-focused
- Various teams need to adjust their approach and make changes accordingly
- NPS is never about numbers - it's about driving customer loyalty by building relationships and making the most of the responses you receive



Dos:


- Have a follow-up action in place before launching the campaign
- Get your tools ready and organized. You'll need a tool to:
 - a) create an NPS survey (such as Survicate or SatisMeter)
 - b) send it out (such as HubSpot)
 - c) notify you of any new responses (Slack)
 - d) follow up and created automated campaigns (such as HubSpot)
- Ensure your entire company is aligned around NPS, evaluates the results and finds what's driving satisfaction/dissatisfaction


Questions & Answers






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