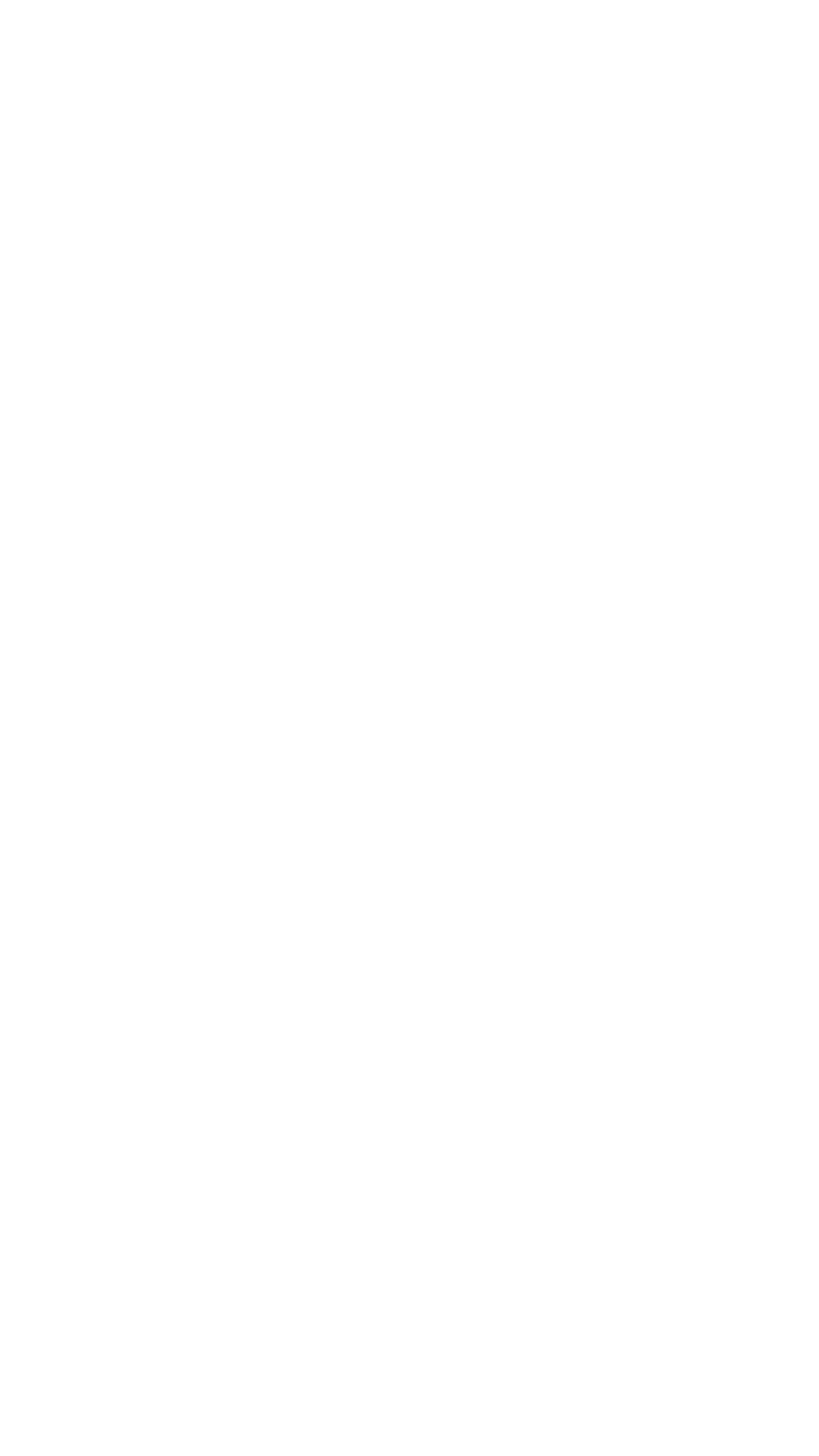
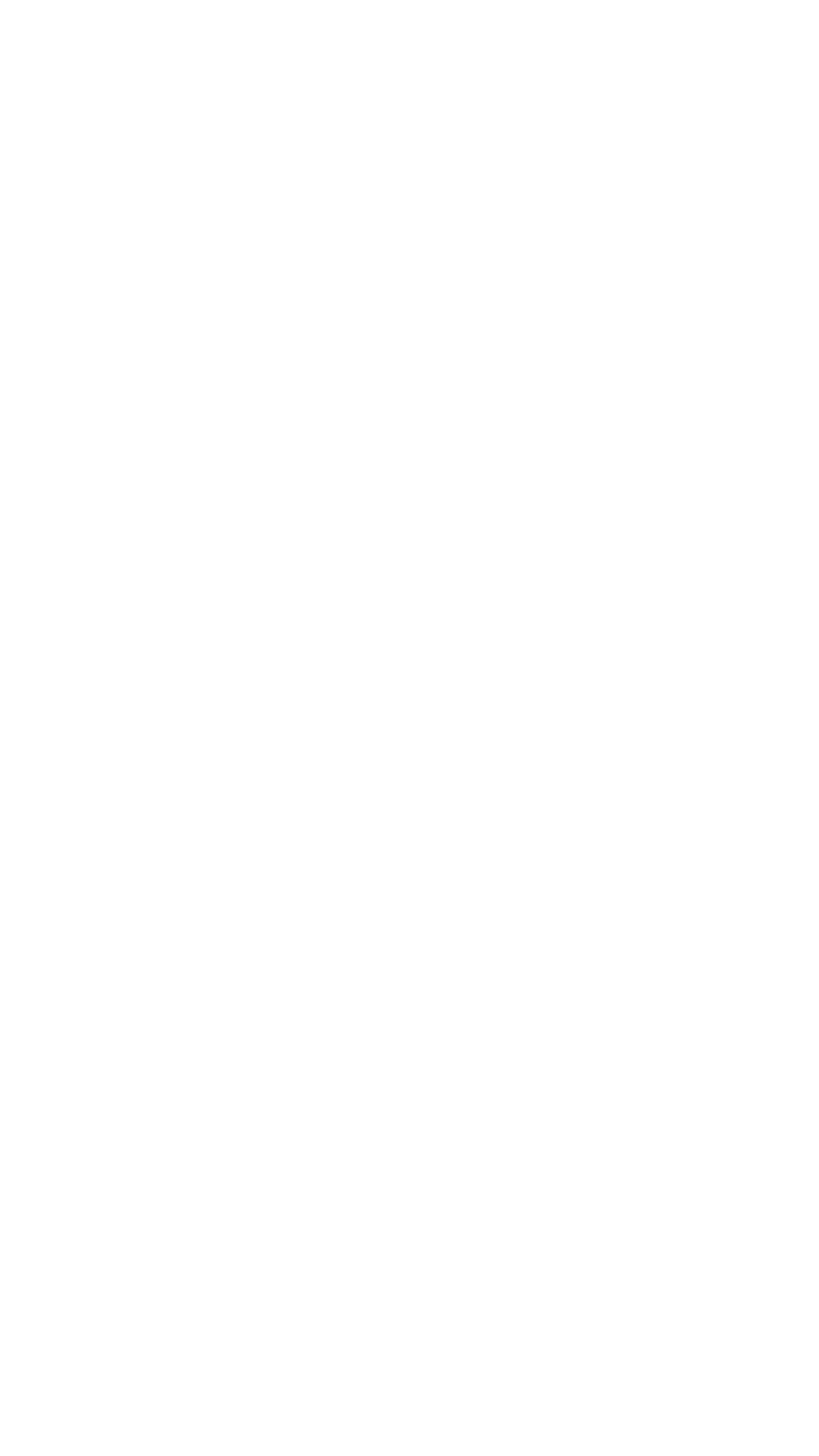
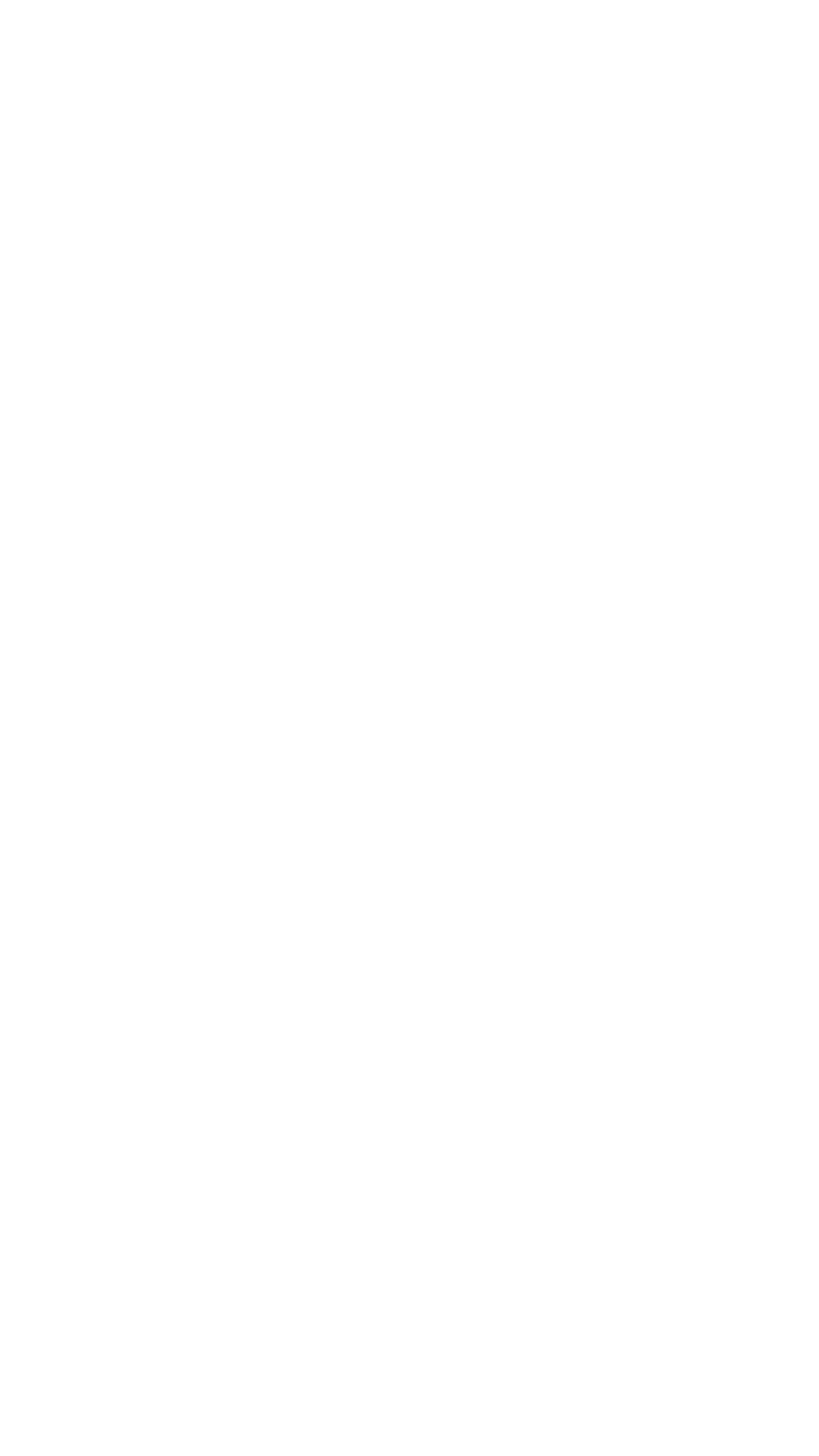
NPS analysis template

This handy tool is designed to help you dive deep into understanding what your customers really think about your service or product. Whether you're new to NPS or looking to refine your approach, this template is your go-to resource for gathering insights and driving positive change!

At its core, this template is a structured way to break down and analyze the feedback you receive from your NPS surveys. It's all about figuring out who your promoters, passives, and detractors are, and more importantly, understanding why they feel the way they do.

Your customers are sharing their voices with you; this template is here to help you listen and respond in the most impactful way!



|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Customer** | **Promoters**  (Score 9-10) | **Passives**  (Score 7-8) | **Detractors**  (Score 0-6) | **Total responses** | **NPS score** |
| **Alpha Corp** | 120 | 60 | 20 | 200 | 50% |
| **Beta LLC** | 90 | 45 | 15 | 150 | 50% |
| **Gamma Industries** | 75 | 50 | 25 | 150 | 33.33% |
| **Delta Services** | 150 | 30 | 20 | 200 | 65% |
| **Epsilon Products** | 100 | 80 | 20 | 200 | 40% |

## Key drivers:

| **Score range** | **Key drivers of satisfaction** | **Key drivers of dissatisfaction** | **Insights** |
| --- | --- | --- | --- |
| **Promoters** | Exceptional customer service, high-quality products | N/A | Customers highly value personalized service and product reliability. |
| **Passives** | Good value for money, adequate support | Slow response times, limited features | Passives appreciate the product's value but see room for improvement in responsiveness and features. |
| **Detractors** | N/A | Poor customer service, Product issues | Major dissatisfaction stems from unmet expectations in service and product performance. |

## Actionable insights:

| **Score range** | **Actionable insights** | **Expected outcome** |
| --- | --- | --- |
| **Promoters** | Leverage positive feedback in marketing materials. | Enhance brand reputation and attract new customers through positive word-of-mouth. |
| **Passives** | Improve product features based on feedback. | Increase customer satisfaction and convert passives into promoters. |
| **Detractors** | Implement a fast-response customer support team. | Reduce customer churn by addressing concerns promptly and improving satisfaction. |