




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.