

# NPS IN A NUTSHELL

It's important for us to provide parents with peace of mind by giving children an exceptional education every fun-filled day in a place as nurturing as home. As part of our commitment to keeping our families happy, we do a survey twice a year to gauge customer satisfaction and customer loyalty. The survey we use is the NPS.

## WHAT NPS IS

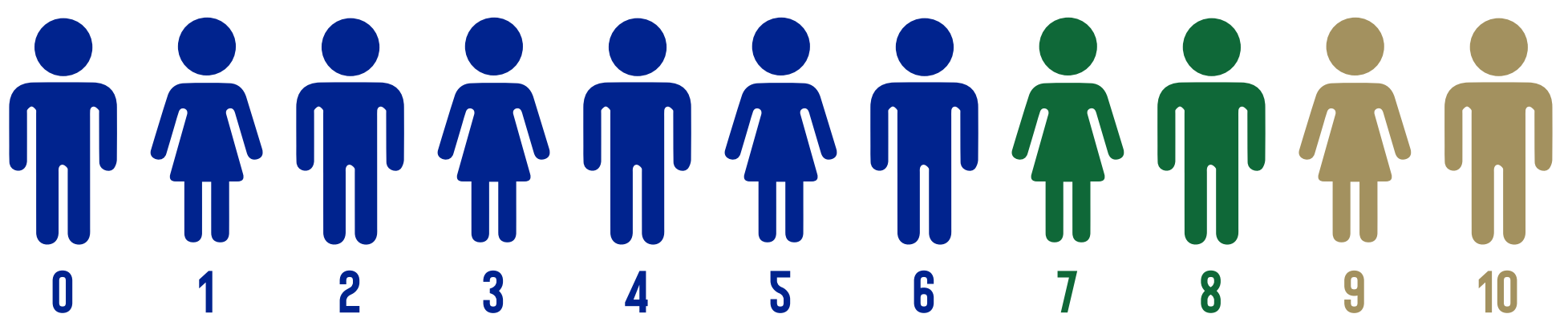
# NPS

**IS SHORT FOR NET PROMOTER SCORE**

Net Promoter Score is an alternative to traditional customer satisfaction research and gauges customer loyalty

## HOW NPS IS CALCULATED

**CUSTOMERS WHO PARTICIPATE** in an NPS survey are classified as one of the following after submitting their responses to the question, "How likely are you to recommend our school to a friend or colleague?"



### DETRACTORS

THOSE WHO SELECT 0-6

Unhappy customers, high likelihood for negative word of mouth, high churn rate.

### PASSIVES

THOSE WHO SELECT 7-8

Currently satisfied but easily tempted by your competition.

### PROMOTERS

THOSE WHO SELECT 9-10

Typically loyal enthusiastic customers likely to recommend you.

## WHAT THE SCORE MEANS



$$\text{NPS} = \% \text{ PROMOTERS} - \% \text{ DETRACTORS}$$

**-0**

Any negative NPS scores (scores less than zero) indicate that improvement is needed

**0-30**

A score of 0-30 is considered good

**30+**

Scores above 30 are considered great

**30-50**

Most industry benchmark scores are between 30 and 50

**50+**

NPS scores above 50 are difficult to achieve and are typically associated with the most respected companies in the world

## HOW WE RATE

# OUR NPS SCORE IS 65

We have a score similar to companies like:



**THIS IS A VERY GOOD INDICATION THAT OUR FAMILIES ARE HAPPY WITH THE EDUCATION AND CARE THAT WE ARE PROVIDING!**