

Net Promoter Scores in Snap

Introduction

The Net Promoter Score, or NPS®, was developed by Fred Reichheld, Bain & Company, and Satmetrix in 2003.

This workpack describes how to create questions suitable for generating Net Promoter Scores in a Snap survey, and how to generate an NPS score from them.

You can use this workpack to create simple NPS analyses in your own survey. You can also copy the analyses and reports provided in the sample NPS survey into your own survey.

The NPS workpack contains:

- A sample NPS survey containing appropriate question and analysis styles.
- A sample pdf report generated from the RPNPSfinal report in the sample survey.
- Sample chart styles to use in your own surveys.

The survey comprises:

- A sample NPS question “How likely are you to recommend this company to a friend or colleague?” with a response range of 0 – 10.
- Four sample image map styles (.isf) to represent the question.
- A derived variable used to create the three categories.
- A weight used to convert the three categories into a mean.
- Analyses showing different ways to represent your findings.
- Reports demonstrating the presentation of the analyses.
- Sample data used in the analyses and reports.

The workpack shows you how to...

- Copy the NPS question from the sample survey to your own survey
- Import the map control style from the sample survey to your own survey
- Create a derived variable for NPS analysis
- Create a weight for NPS analysis
- Create charts (pages 5 - 7)
 - A doughnut chart in your own survey
 - A bar chart of the NPS over time in your own survey
 - Export/Import chart styles
 - Create your own image bar charts
- Run the report in the sample survey

[Click to view the NPS workpack and download the survey and other files on the Snap Surveys website](#)

Net Promoter Scores in Snap

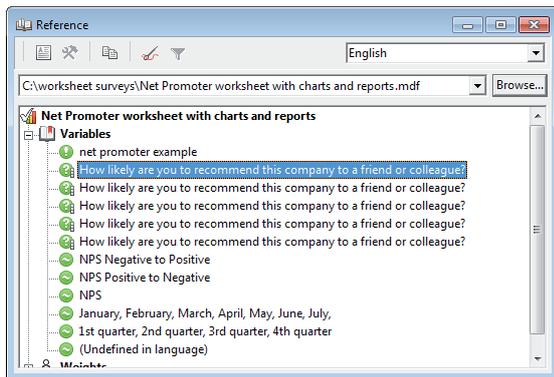
The sample NPS questions

The sample NPS survey questionnaire contains the same 11-points scale single-response question presented in five different ways. You will need to download this survey and restore it from archive before you use it.

The respondent can select from 0 (very unlikely) to 10 (very likely).

To copy the question to use in your survey

1. Open your own survey in the **Questionnaire Design** window.
2. Open the **Reference** window by clicking  on the main program toolbar or select **File|Reference**.
3. Click [**Browse**] and find the restored NPS survey.
4. Select one of the NPS questions.



5. Drag it into your survey.

The question will be styled according to the single-response style used in your survey. If you wish to use one of the image maps provided in the sample NPS survey, you must import the map control style.

Importing the map control style

1. Open the restored NPS survey and find the question with the map control you wish to use.
2. Double-click the map control to open the map control editor.
3. Select **Save map control** from the map control **File** menu.

4. Save the .isf file to a folder that you will remember.
5. Click [**Cancel**] to leave the map control editor.
6. Open your survey.
7. Select the NPS question.
8. Select **Show** in the toolbar topic list.
9. Select **<As Map Control>** as what to show and check the box.
10. The question layout changes to a grey box with the text "Double-click to define Map Control"
11. Click the [**Map control..**] button on the toolbar or double-click the grey block to open the Map Control Editor window.
12. Select **Load map control** from the map control File menu.
13. Browse to the file that you previously exported and click [**Open**].
14. Click [**OK**] to leave the map control editor. Open your survey.

The NPS analyses supplied

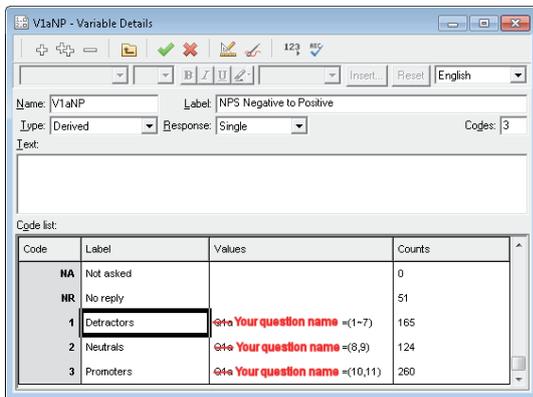
The analyses supplied show the following types of data

1. The responses to the original question.
2. The responses to the original question categorised as detractors, neutrals and promoters. These are based on the derived variable **V1aNP**.
3. The net promoter score, shown over time. These are based on a weighted mean of the derived variable **V1aNP**. They used derived variables to break down the data over time.
4. The NPS. This is calculated using cell references.

Net Promoter Scores in Snap

Creating the derived variable for NPS analysis in your own survey

1. Click  on the Snap toolbar to display the **Variables** window.
2. Click  the **Variables** window toolbar to add a new variable.
3. Specify the **Variable details**:
Name: V1aNP
Label: NPS Negative to Positive
Type: Derived (the variable will derive its data from the original rating question)
Response: Single
4. Double click in the first code label and type **Detractors**.

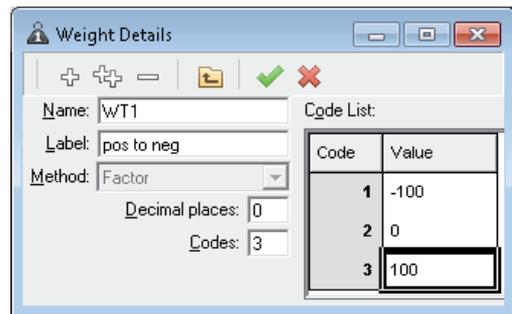


5. Press [Tab] to move to the **Values** column. Enter **Q1a=(1~7)** using your own variable name instead of **Q1a**. This code will be used when one of the detractor values (i.e. ratings 0 – 6) is selected.
6. Press [Tab] to move to the next Label field and enter **Neutrals**. Then enter **Q1a=(8,9)** using your own variable name as the **Value**.
7. Press [Tab] to move to the next Label field and enter **Promoters**. Then enter **Q1a=(10,11)** using your own variable name as the Value.
8. Click  to save the variable.

Creating the weight for NPS analysis in your own survey

The weight is used to score the detractors as a negative value, the neutrals as zero, and the promoters as a positive value. This allows you to calculate the percentage of detractors, neutrals and promoters.

1. Click  to display the **Weights Window**.



2. Click  to add a new weight and specify the weight matrix as follows:
Name: WT1 (Snap automatically allocates this)
Label: pos to neg
Method: Factor (Snap automatically allocates this)
Decimal places: 0
Number of codes: 3
 Add the following values detailed in the table below:

Code	Value
1	-100
2	0
3	100

3. Click  to save the **Weight**.

The following are included in NPS Charts section:

- Creating the NPS doughnut chart in your own survey
- Creating the bar chart of the NPS over time in your own survey
- Exporting/Importing a chart styles
- Creating your own image bar charts

Net Promoter Scores in Snap

Notes on running the reports supplied

The survey includes the report **RPNPSfinal**. This has been created by executing sub-reports, each of which contains one or two charts, together with the page layout and window size instructions to place them on the page. The report includes information on how it has been created. If you wish to explore the reports, it is recommended that you make a copy before you make changes.

Running the report

1. Click  on the Snap toolbar to open the **Reports** window.
2. Select the **RPNPS** final report in the window.
3. Click the  button on the **Reports** window toolbar to run the report.
4. The **Report Execution** dialog will open. It will send a report straight to your printer. If you want to use a different printer (such as a PDF writer), click **[Printer]** to choose a printer.
5. Click **[OK]** to run your report.

Conclusion

This workpack has described how to copy an NPS question and chart styles from a supplied survey into your own survey. It has told you how to create the derived variable and weight needed to analyse the NPS scores. It has described how to create two of the analyses supplied with the sample NPS survey. It has also covered creating an image bar chart using a different image to the one provided with the sample survey.

If there is a topic you would like a worksheet on, email snapideas@snapsurveys.com

Creating NPS charts - Doughnut chart

The NPS charts section includes:

- **Creating an NPS doughnut chart in your own survey**
- **Creating a bar chart of the NPS over time in your own survey**
- **Exporting/importing chart styles**
- **Creating your own image bar charts**

Notes on creating the analyses supplied

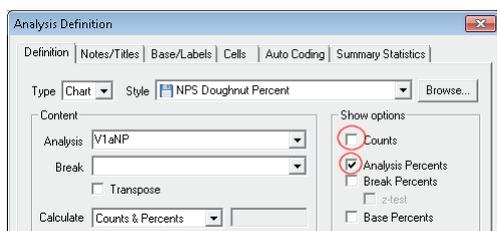
These notes show how to calculate the NPS

- by using a cell reference calculation in the doughnut chart
- by using a weight to calculate the NPS against another variable to give the NPS over time

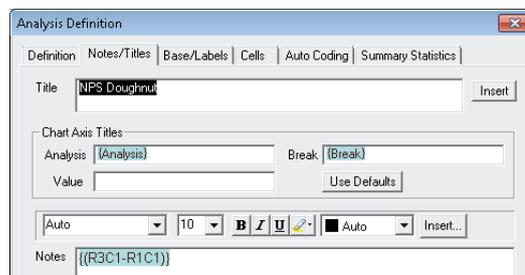
Creating the NPS doughnut chart in your own survey

This example assumes that you have created a derived variable (V1aNP) that splits the responses into detractors, neutrals and promoters. Doing this is described in **Creating the derived variable**.

1. Click  to open the **Analysis Definition** dialog.
2. Change the Chart style to **NPS Doughnut Percent**.
3. Enter **V1aNP** (or the name of your derived variable if it is different) in the **Analysis** field.
4. Leave the **Calculate** field as Counts & Percents.
5. Clear the **Counts** box under **Show options**.
6. Select the **Analysis Percents** box.



7. Change to the **Notes/Titles** tab.
8. Enter **NPS doughnut** in the **Title** pane.
9. Click in the **Notes** pane.
10. Click **[Insert]** and select **Cell value field** from the menu.
11. Enter **(R3C1-R1C1)** as the cell value expression. This calculates the percentage of promoters – the percentage of detractors using the values in the current analysis.
12. Click **[OK]**.



13. Click **[OK]**. The chart window opens, displaying the NPS doughnut. If you have no data in your survey, there will be nothing to display in the chart. To see a chart with data, open the NPS sample survey, click Results window button to open the Analyses window and double click AN1 to open the sample NPS doughnut chart.

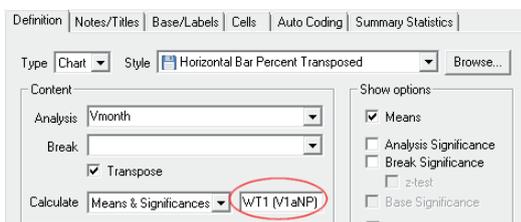
Creating the bar chart of the NPS over time in your own survey

1. The chart assumes that you have created the derived variable **V1aNP** and a weight as described in **Creating the weight**. It also assumes that you have created a variable used to categorise responses by date.

An example derived variable **Vmonth** is supplied in the example NPS survey. You can see how the variable has been defined by clicking  to open the **Variables** window, scrolling to **Vmonth** and double-clicking it to open it.

Creating NPS charts - Doughnut chart

2. Click  to open the **Analysis Definition** dialog.
3. Change the Chart style to **Horizontal Bar Percent Transposed** (or use the **nps_blue_bar** style provided in the supplied survey).
4. Set the **Analysis** field to your derived date variable.
5. Set the **Calculate** field to **Means & Significances**.
6. Set the mean to be calculated to **WT1 (V1aNP)**. This is the derived promoter variable weighted to give negative and positive values.
7. Select the **Transpose** box.



8. Click **[OK]** to display your chart. If you have no data in your survey, there will be nothing to display in the chart. To see a chart with data, open the NPS sample survey, click  to open the **Analyses** window and double click **ANyear.2** to open the sample chart of NPS over time.

Notes on using the chart styles supplied

These notes show how to export and import chart styles. The sample survey uses special chart styles to create its analyses. These have been supplied as separate .csf files. You can use these styles in other surveys.

Exporting a chart style from a survey

1. Click  to open the **Analyses** window and double-click the chart that you are interested in to open it.
2. Right-click the chart to open the context menu and select **Save Style**.

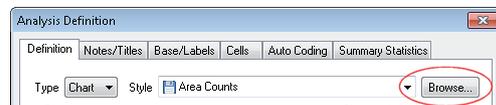


3. A Save dialog appears. Give the chart style a name and choose a folder to save it.

Importing a chart style

1. Place the chart style file (.csf) in a known place.
2. Open the chart you are interested in.
3. Right-click the chart and select **Load Style** from the menu.
4. Browse for the .csf file that you want.

You can also find a saved chart style by clicking the **[Browse]** button on the chart definition dialog.



Creating NPS charts - Image Bar Chart

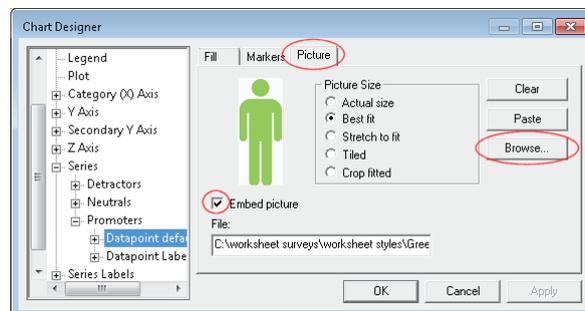
Creating your own image bar charts

If you wish to create your own image bar charts, follow the points below to change the stacked bar chart style supplied with Snap to an image bar

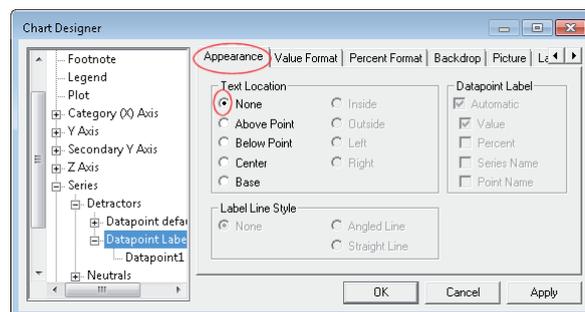
Notes on creating the analyses supplied

The sample survey shows a stacked bar chart made up of a line of people. This can be done quite easily but has to be carefully sized for it to look clean. You will need an image that has been duplicated with a different colour for each element of the chart. The example in the survey used three versions of the image of a man, one in red, one in yellow and one in green.

1. Click  to open the **Analysis Definition** dialog.
2. Change the Chart style to **Horizontal Stacked Bar Percent Transposed**.
3. Enter your variable in the **Analysis** field (**V1aNP** in the example)
4. Select your analysis option (**Analysis percents** in the example).
5. Click **[OK]** to create a stacked bar chart.
6. Double click on one of the bar sections to open the chart designer for that series.
7. Select **Datapoint defaults** in the left-hand pane. (If it is not visible, click  by Series, then  on the section title to display it.)
8. Select the **Picture** tab on the right-hand side.
9. Click **[Browse]** and browse for the appropriate picture.
10. Select **Embed picture** to store your picture within the survey.
11. Click **[Apply]** to display the change on the chart.

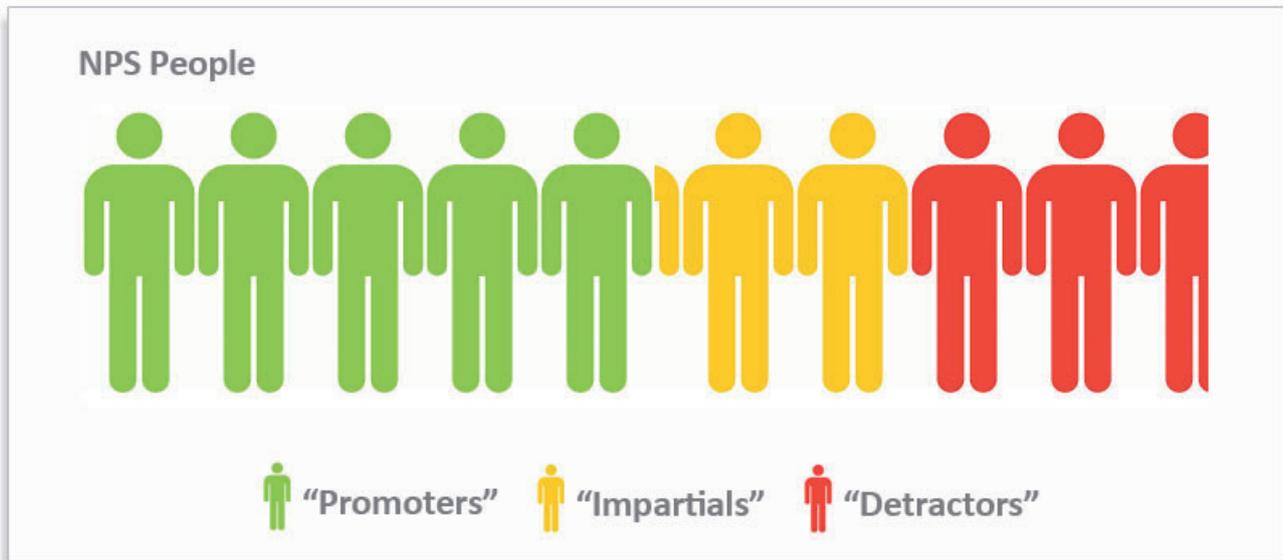


12. Select **Datapoint Labels** on the left-hand side.
13. Select the **Appearance** tab on the right.
14. Set the **Text Location** to **None** to remove the percent figures displayed on the bar.
15. Click **[Apply]** to display the change on the chart.



16. Repeat for the other points in the series (**Detractors, Neutrals and Promoters** in the example.)
17. Click **[OK]** to close the chart designer.
18. Adjust the window size until the scale of the images is appropriate for the numbers. To fit ten people in, you can use a window size of 841 * 460. The example in the report uses a window size of 900 * 446 to make the one figure represent 10% in the space available.
19. Click  to save the chart.

Net Promoter Scores in Snap



The Net Promoter Score, or NPS®, was developed by Fred Reichheld, Bain & Company, and Satmetrix in 2003. It assumes that all customers can be divided into three categories: Promoters, Passives, and Detractors.

If you ask a rating scale question such as,

“How likely are you to recommend our company/ product/service to your friends and colleagues?” you can analyse the responses to show how your customers see your company.

Responses are divided into three categories:

- **Promoters (score 9-10)**
Loyal customers who will keep providing revenue and promoting the organisation
- **Passives / impartials (score 7-8)**
Customers who may move to competitors
- **Detractors (score 0-6)**
Unhappy customers who can damage a brand

The NPS = (percentage of customers who are Promoters – percentage of customers who are Detractors).

There are some issues with using a NPS score. For example, people’s attitudes to a service may change over time, and if the company or product being asked about has a social stigma, people may not wish to recommend it, even if they like it.

The advantage of NPS is that it captures a key customer opinion with a single question which can be easily understood, communicated and tracked over time.