

Spring 2021 Club Pulse Survey

NPS Customer Satisfaction Snapshot

Overall Club Wide

| NPS SCORE | NUMBER OF RESPONDENTS | PERCENTAGE OF RESPONDENTS | 👍 PROMOTERS (10, 9) | 👎 DETRACTORS (0-6) | 😐 PASSIVES (7, 8) | SWVA Rush NPS: | 20 |
|-------------------|-----------------------|---------------------------|---------------------|--------------------|-------------------|----------------|----|
| 10 | 72 | 38% | 93 | 55 | 44 | | |
| 9 | 21 | 11% | 48% | 29% | 23% | | |
| 8 | 32 | 17% | | | | | |
| 7 | 12 | 6% | | | | | |
| 6 | 13 | 7% | | | | | |
| 5 | 15 | 8% | | | | | |
| 4 | 6 | 3% | | | | | |
| 3 | 8 | 4% | | | | | |
| 2 | 4 | 2% | | | | | |
| 1 | 4 | 2% | | | | | |
| 0 | 5 | 3% | | | | | |
| Total respondents | 192 | | | | | | |

Recreational Program (Washington County/Abingdon Area)

| NPS SCORE | NUMBER OF RESPONDENTS | PERCENTAGE OF RESPONDENTS | 👍 PROMOTERS (10, 9) | 👎 DETRACTORS (0-6) | 😐 PASSIVES (7, 8) | RECREATION NPS: | 34 |
|-------------------|-----------------------|---------------------------|---------------------|--------------------|-------------------|-----------------|----|
| 10 | 40 | 42% | 50 | 17 | 29 | | |
| 9 | 10 | 10% | 52% | 18% | 30% | | |
| 8 | 20 | 21% | | | | | |
| 7 | 9 | 9% | | | | | |
| 6 | 4 | 4% | | | | | |
| 5 | 5 | 5% | | | | | |
| 4 | 3 | 3% | | | | | |
| 3 | 2 | 2% | | | | | |
| 2 | 3 | 3% | | | | | |
| 1 | 0 | 0% | | | | | |
| 0 | 0 | 0% | | | | | |
| Total respondents | 96 | | | | | | |

Developmental Program (NRV Area)

| NPS SCORE | NUMBER OF RESPONDENTS | PERCENTAGE OF RESPONDENTS | 👍 PROMOTERS (10, 9) | 👎 DETRACTORS (0-6) | 😐 PASSIVES (7, 8) | DEVELOPMENTAL NPS: | 35 |
|-------------------|-----------------------|---------------------------|---------------------|--------------------|-------------------|--------------------|----|
| 10 | 28 | 52% | 33 | 14 | 7 | | |
| 9 | 5 | 9% | 61% | 26% | 13% | | |
| 8 | 6 | 11% | | | | | |
| 7 | 1 | 2% | | | | | |
| 6 | 2 | 4% | | | | | |
| 5 | 3 | 6% | | | | | |
| 4 | 3 | 6% | | | | | |
| 3 | 4 | 7% | | | | | |
| 2 | 0 | 0% | | | | | |
| 1 | 0 | 0% | | | | | |
| 0 | 2 | 4% | | | | | |
| Total respondents | 54 | | | | | | |

Competitive Select (All Geographies)

| NPS SCORE | NUMBER OF RESPONDENTS | PERCENTAGE OF RESPONDENTS | 👍 PROMOTERS (10, 9) | 👎 DETRACTORS (0-6) | 😐 PASSIVES (7, 8) | COMPETITIVE NPS: | -13 |
|-------------------|-----------------------|---------------------------|---------------------|--------------------|-------------------|------------------|-----|
| 10 | 17 | 24% | 25 | 34 | 13 | | |
| 9 | 8 | 11% | 35% | 47% | 18% | | |
| 8 | 10 | 14% | | | | | |
| 7 | 3 | 4% | | | | | |
| 6 | 6 | 8% | | | | | |
| 5 | 11 | 15% | | | | | |
| 4 | 4 | 6% | | | | | |
| 3 | 4 | 6% | | | | | |
| 2 | 2 | 3% | | | | | |
| 1 | 2 | 3% | | | | | |
| 0 | 5 | 7% | | | | | |
| Total respondents | 72 | | | | | | |

What Is Net Promoter?

A TRUSTED ANCHOR FOR YOUR CUSTOMER EXPERIENCE MANAGEMENT PROGRAM

Net Promoter Score®, or NPS®, measures customer experience and predicts business growth. This proven metric transformed the business world and now provides the core measurement for customer experience management programs the world round.



$$\% \text{ PROMOTERS} - \% \text{ DETRACTORS} = \text{NPS (NET PROMOTER SCORE)}$$

The NPS Calculation

Calculate your NPS using the answer to a key question, using a 0-10 scale: How likely is it that you would recommend [brand] to a friend or colleague?

Respondents are grouped as follows:

- **Promoters** (score 9-10) are loyal enthusiasts who will keep buying and refer others, fueling growth.
- **Passives** (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.
- **Detractors** (score 0-6) are unhappy customers who can damage your brand and impede growth through negative word-of-mouth.

Subtracting the percentage of Detractors from the percentage of Promoters yields the Net Promoter Score, which can range from a low of -100 (if every customer is a Detractor) to a high of 100 (if every customer is a Promoter).

What is a good NPS score?

Generally speaking, a Net Promoter Score that is below **0** would be an indication that your business has a lot of issues to address.

A score between **0** and **30** is a good range to be in, however, there is still room for progress. If your NPS is higher than **30** that would indicate that your company is doing great and has far more happy customers than unhappy ones.

An NPS over **70** means your customers love you and your company is generating a lot of [positive word-of-mouth from their referrals](#). The higher your NPS is, the more likely it is that your customer referrals will convert into new leads, hence into more revenue for your company.

Do your best to keep your score above **0**. Even though an NPS of **-10** might be higher than others in your niche, finding yourself below zero might be discouraging and it should definitely ring a bell as to the provided customer experience.

