How to Interpret NPS Drivers

NPS Driver Questions are displayed within each survey, by default when you first view your feedback it'll be the overview page of your drivers results. You'll have the:

- Topic: a label that's applied that is an overall summary of the survey question
- Full Question: the survey questions in their entirety
- Yes: the percentage of respondents that responded "Yes" to that question
- Responses: the exact number of responses to that question.

PRO TIPS:

- Hover over the % scores to see the exact number of responses per question.
- Your number of responses could differ between questions as respondents may skip questions.

NPS Drivers

		Overview	NPS Impact	Response Details
Topic ^	Full Question	Yes ^		Responses ^
Q1: Issues	Have issues you've had on this assignment been resolved in a timely manner?	**58.8%**		34
Q2: Responsive	Have all your calls and emails received a response from Brand Name within 24 hours?	**44.1%**		34
Q3: Relationship	Did someone at Brand Name work to get to know you as a person through the recruiting process?	**55.9%**		34
Q4: Communication	Did someone discuss how best to communicate with Brand Name throughout your assignment?	**41.2%**		34
Q5: Position	Was the position accurately described to you prior to starting?	**50%**		34
Q6: Contact	Did someone contact you from Brand Name during your first week on the assignment?	**50%**		34
Q7: Treatment	Have you been treated well so far by the organization with which you are placed on your current assignment?	**50%**		34

clearlyrated™

NPS Impact Explained

When you select the second tab "NPS Impact" you'll have the ability to dive further into the feedback.

NPS if "Yes" = The NPS of your respondents that answered "Yes" to that question

NPS if "No" = The NPS of your respondents that answered "No" to that question

For example, looking at the first question regarding issues during the assignment being resolved. Of the respondents that answered yes, their combined NPS is a 60%. For those that didn't have their issues resolved, their NPS is a 28.6%.

PRO TIPS:

- If you filter on a segment (office, region, etc.) the Full Question column will be replaced with a comparison to your Overall score.

NPS Drivers

		Overview	**NPS Impact**	**Response Details**
Topic ⌃	Full Question		NPS if "Yes" ⌃	NPS if "No" ⌃
Q1: Issues	Have issues you've had on this assignment been resolved in a timely manner?		**60%**	28.6%
Q2: Responsive	Have all your calls and emails received a response from Brand Name within 24 hours?		**40%**	52.6%
Q3: Relationship	Did someone at Brand Name work to get to know you as a person through the recruiting process?		**84.2%**	0%
Q4: Communication	Did someone discuss how best to communicate with Brand Name throughout your assignment?		**92.9%**	15%
Q5: Position	Was the position accurately described to you prior to starting?		**58.8%**	35.3%
Q6: Contact	Did someone contact you from Brand Name during your first week on the assignment?		**58.8%**	35.3%
Q7: Treatment	Have you been treated well so far by the organization with which you are placed on your current assignment?		**70.6%**	23.5%

* Impact on NPS calculations require at least 5 responses.

Next Steps

Now that you've dug into the impact of your organization's NPS drivers, it's time to do make a plan and put it to action. Here are a couple of ways this data can be useful for your next internal planning meeting!

Identify Areas of Opportunity

❑ Zero-in on your most common service issue that can realistically be improved
- The NPS impact with the largest difference is the area with the highest amount of opportunity

❑ Build a plan and a timeline with attainable milestones

❑ Establish a team manage the plan and drive improvements

Share Your Findings

❑ Loop internal stakeholders in on the survey results so they may set team-specific goals for improvement

❑ Send a follow-up email to everyone who was sent the survey using this formula:
   ❑ Two things you did well
   ❑ One area that would benefit from improvement
   ❑ 1 action you're taking to improve

Utilize Data for Sales and Marketing

❑ Use this data to highlight your company to prospective clients and external marketing materials
- i.e. "X% of our clients say that [brand] submits candidates who fit its client's culture"

clearlyrated™