

Net Promoter Score

What is NPS?

Net Promoter Score (NPS) is a measurement tool that provides insight into customer or member loyalty and satisfaction. Associations can use this feature in Novi to identify their biggest supporters as well as identify areas for improvement.

How NPS Works

NPS is measured on the basis of a **main question** that individuals will score from 0 to 10.

Body of survey email: *Thank you for being one of our members. We'd love to know how your experience has been so far. We read each response - candid feedback is appreciated. - Sasha Demyan*

Survey question: *"On a scale of 0 to 10, how likely are you to recommend our association to a friend or colleague?"*

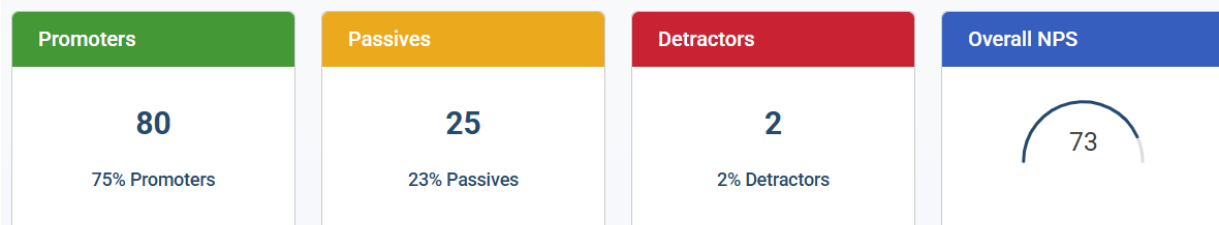
Based on their numerical responses from 0-10, individuals are classified into three categories:

- **Promoters** (9-10) – Follow up question: *We're thrilled you're enjoying your experience! What specific aspects of our organization do you value most, and what makes you likely to recommend us to others?*
- **Passives** (7-8) – Follow up question: *Thank you for your feedback. Can you share what we could do differently or improve to make your current experience with us even better?*
- **Detractors** (0-6) – Follow up question: *We're sorry to hear that your experience isn't meeting your expectations. Can you provide specific feedback or areas where we need to improve to enhance your current experience with us?*

Post Survey Thank you message: *Thank You for Sharing Your Feedback! We truly appreciate you taking the time to complete our survey. Your insights are invaluable to us and play a crucial role in helping us enhance our services and better serve our community. Thank you for being an active part of our journey towards improvement and excellence. Your contribution makes a difference!*

An overall NPS is calculated by subtracting the percentage of Detractors from the percentage of Promoters.

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MBCEA NPS from 5/26-6/6/25