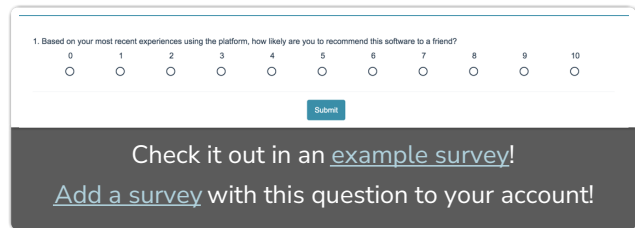# Net Promoter Score® Question Type

Net Promoter® measures the loyalty between a provider and consumers.

NPS® questions are typically phrased like so: "Based on your experience, how likely are you to recommend Alchemer to a friend or colleague?"

1. Based on your most recent experiences using the platform, how likely are you to recommend this software to a friend?

Check it out in an example survey!
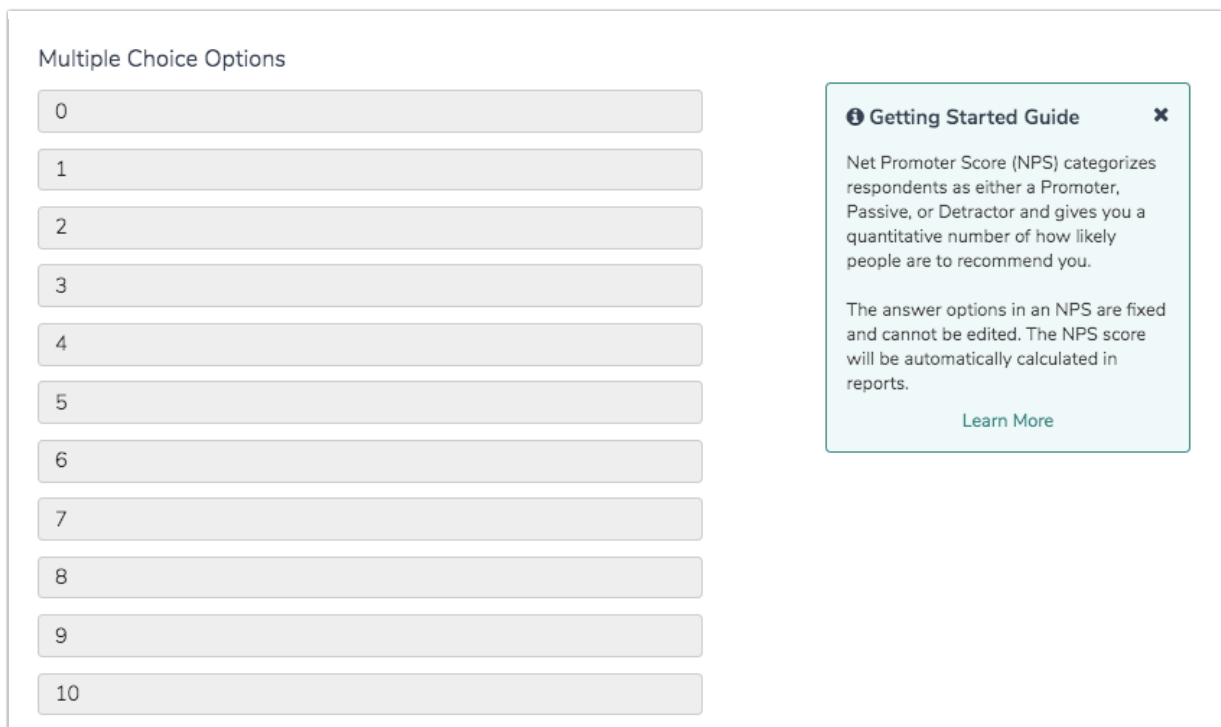Add a survey with this question to your account!

Respondents respond on a scale from 0 to 10. Typically, the reporting value is numeric for analysis purposes.

When to use it

Use Net Promoter Score® questions to gauge your customers' loyalty.

Setup

1. Click the **Question** link on the page where you would like to add your NPS® question.

2. Select **Net Promoter Score** from the **Question Type** dropdown and enter the question you wish to ask.

3. This will add answer options 0-10. You'll notice that these options are greyed out; this is because they cannot be changed. This is so that the question can report properly.

4. Below the answer options, we recommend adding a **Far Left Label** and **Far Right Label** and click **Save Question**.

Multiple Choice Options

0
1
2
3
4
5
6
7
8
9
10

ⓘ Getting Started Guide ✕

Net Promoter Score (NPS) categorizes respondents as either a Promoter, Passive, or Detractor and gives you a quantitative number of how likely people are to recommend you.

The answer options in an NPS are fixed and cannot be edited. The NPS score will be automatically calculated in reports.

Learn More

Far Left Label

Not Likely

Far Right Label

Extremely Likely

Alchemer **strongly** recommends extensive testing of the labels display on mobile devices before launching the survey live. Long labels can cause issues with display on mobile devices.

🎓 Best Practice Tip: Adding a Follow-up Essay Question

Net Promoter Score questions should always be paired with an open text field to collect details on why the respondent choose their score. Otherwise, how are you going to improve your score?

1. Based on your most recent experiences using the platform, how likely are you to recommend this software to a friend?

0	1	2	3	4	5	6	7	8	9	10
○	○	○	○	○	○	○	○	○	○	○

Submit

Of course, you'll need to read and act on this feedback once you start collecting it. Check out our Open Text Analysis and Response Tagging tools to help you with this!
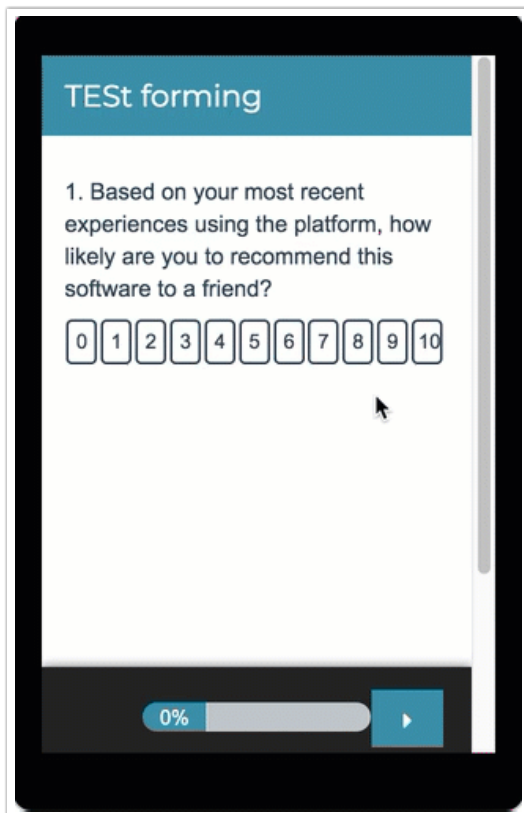
Survey Taking

On a desktop and most laptops the Net Promoter Score® question type looks like so.

When optimized for mobile devices the Net Promoter Score® question type looks very similar but with larger targets as mobile respondents will be using their finger to select answers.

By default, survey questions show one at a time on mobile devices to prevent the need for scrolling on smaller screens. For single-select questions, like the Net Promoter Score® question, the screen will automatically advance after an option is selected. You can turn off this one-at-a-time interaction if you wish.

Reporting

In reports responses are categorized as either promoters (9-10), neutrals (7-8) or detractors (0-6). A Net Promoter Score is calculated as the percent of promoters minus the percent of detractors.
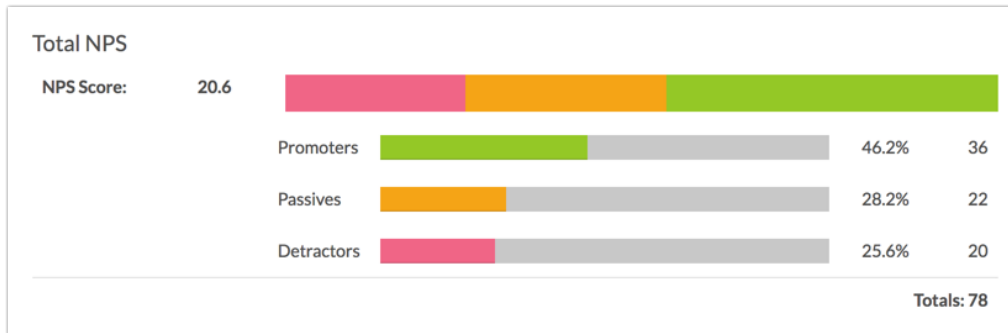
Additional Reporting Options

There are a couple of other options for reporting on your NPS® question:

- If you want to see the specific value selected (0-10) for each individual respondent, use the DIY Response Grid/Cards reporting element.

Change Colors and Categories in Reports

Within a Standard Report your NPS® questions will use the Group Answer Options feature to group Detractors, Passives, and Promoters.

Using this feature, you can update the colors for your NPS® reporting element, should you prefer something other than Alchemer's defaults. To do so, click on each category's color selector to choose a different color for representing that category in your report.

If you wish to change the category name this can be done using the Text and Translations tool. Go to **Tools > Text and Translations** and click the language for which you wish to change the NPS® categories. Go to the **Reports** tab and scroll to the **Detractors**, **Passives**, and **Promoters**. Click **Edit** to change the category name.

- ➕ See additional compatible chart types
- ➕ See what other report types are compatible

Exporting

In the CSV/Excel export, the data is displayed in a single column.

Using NPS® in Publication

If you plan on publishing your NPS data, take a moment to make sure that you give appropriate attribution.

FAQ

- ➕ Can I change the number of options in the NPS question?
- ➕ Can I change the colors of the NPS in Reports?
- ➕ How reliable is Net Promoter Score?

Net Promoter®, NPS®, NPS Prism®, and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Satmetrix Systems, Inc., and Fred Reichheld. Net Promoter Score℠ and Net Promoter System℠ are service marks of Bain & Company, Inc., Satmetrix Systems, Inc., and Fred Reichheld.

Related Articles