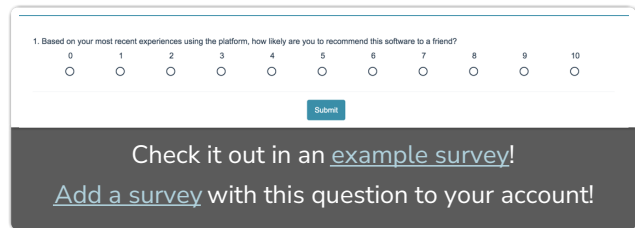


# Net Promoter Score® Question Type

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?

0 1 2 3 4 5 6 7 8 9 10

Submit

Check it out in an [example survey!](#)  
[Add a survey](#) with this question to your account!

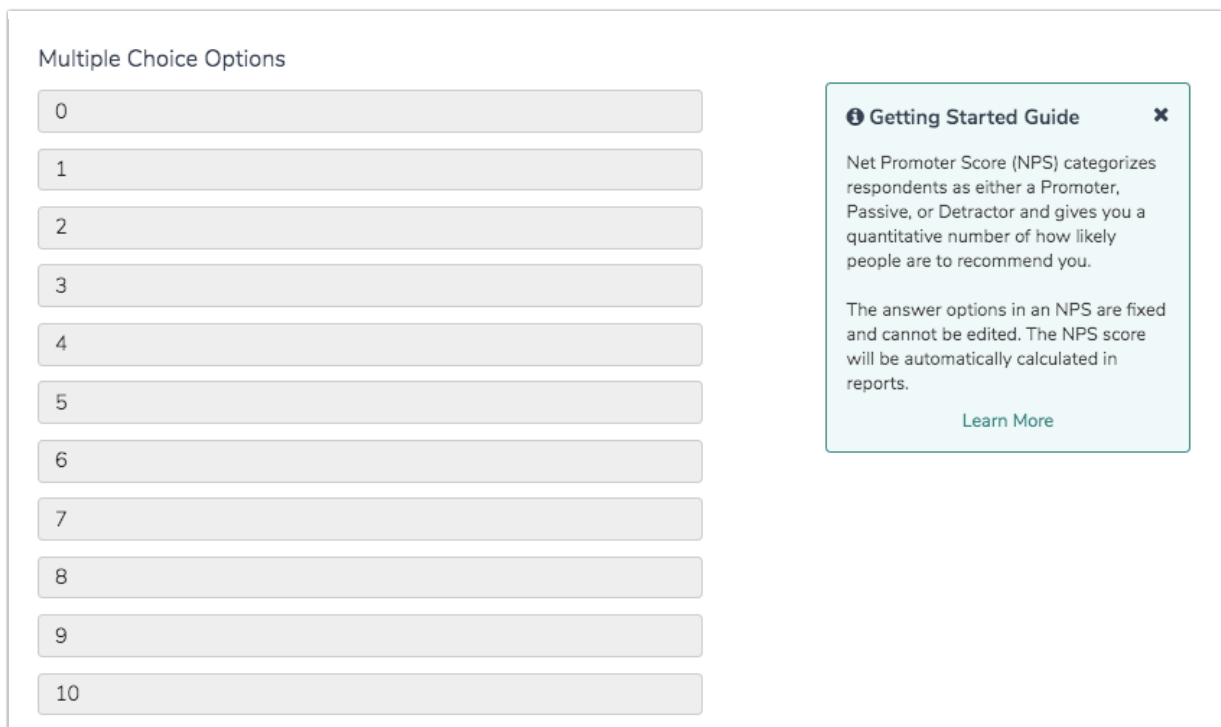
Respondents respond on a scale from 0 to 10. Typically, the reporting value is numeric for analysis purposes.

## 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.



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](#)

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

Far Left Label

Not Likely

Far Right Label

Extremely Likely

**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](#)

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

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

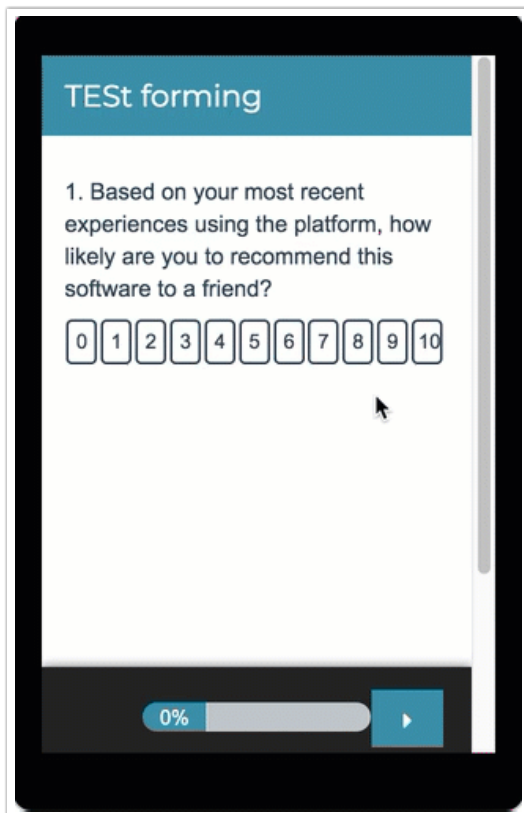
On a desktop and most laptops the Net Promoter Score® question type looks like so.

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

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.



TEST forming

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

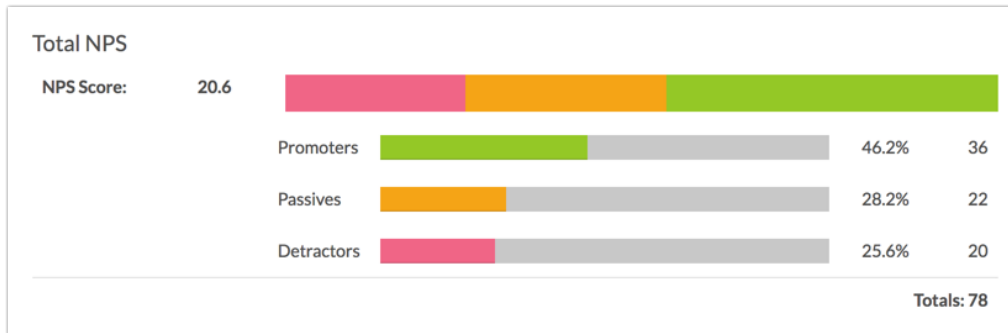
0 1 2 3 4 5 6 7 8 9 10

0%

The image shows a mobile-optimized version of the Net Promoter Score question. The question text is centered and reads: "1. Based on your most recent experiences using the platform, how likely are you to recommend this software to a friend?". Below the question is a horizontal row of 11 buttons, each containing a number from 0 to 10. A mouse cursor is pointing at the number 8. At the bottom of the screen, there is a progress indicator showing "0%" and a blue button with a right-pointing arrow.

## 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.

Answer Grouping / Top and Bottom Box

Group Answer Options

<input type="checkbox"/>	Detractors	7 Items
<input type="checkbox"/>	Passives	2 Items
<input type="checkbox"/>	Promoters	2 Items

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.

Net Promoter Score (NPS) Build Style Test Share Results Tools Advanced ACCOUNT

Text & Translations / English Export Fields for Translation Import Translation

General Messages Save & Continue Reports

Field	Default Text	Translation	Controls
<b>Report Settings</b>			
Reports	Reports	Reports	Edit
Percent	Percent	Percent	Edit
Count	Count	Count	Edit
Value	Value	Value	Edit
Hidden	Hidden	Hidden	Edit
Question Title	Question Title	Question Title	Edit
NPS	NPS	NPS	Edit
NPS Score	NPS Score	NPS Score	Edit
NPS Category	NPS Category	NPS Category	Edit
Detractors	Detractors	Detractors	Edit
Passives	Passives	Passives	Edit
Promoters	Promoters	Promoters	Edit

- + 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<sup>SM</sup> and Net Promoter System<sup>SM</sup> are service marks of Bain & Company, Inc., Satmetrix Systems, Inc., and Fred Reichheld.

Related Articles