

The background of the slide is a photograph of a business meeting. Two people are seated at a wooden table. One person, wearing a grey blazer, is holding a pen and looking at a document. The other person, wearing a tan jacket, is also holding a pen and looking towards the camera. On the table, there is a laptop displaying a dashboard with various charts and graphs, a black coffee cup, and some papers. A large teal overlay covers the left side of the image, and a dark blue overlay covers the bottom right corner.

# NEW BUSINESS ENGLISH 6

## Lesson 34

### Gathering Feedback by Call



# LEARNING GOALS

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- ◆ NPS Survey Structure
- ◆ NPS Survey Questions



# Warm-up

- ◆ What questions do we include in feedback surveys?
- ◆ How common is it to gather feedback on calls in your country?

**Customer Satisfaction Survey**

Please rate your satisfaction with...

	Highly Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Highly Dissatisfied
The taste of your food.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The temperature of your food.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The speed of service.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The friendliness of the crew.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The accuracy of your order.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The cleanliness of the restaurant.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Next**

Progress  11%





**Chloe from Allie Swan's Customer Service Team, calls a customer to ask about her experience with their products.**

# Situational Dialogue

Listen to the audio.

**Chloe:** On a **scale** of 0 to 10, how likely are you to recommend our products to a friend?

**Laura:** I'd give them a 9 out of 10.

**Chloe:** What made the product stand out?

**Laura:** The quality is good and it is the best product I've ever tried.

**Chloe:** How would you **rate** our products on a scale of 1-10?

**Thea:** I'd give them a 5 out of 10. I just don't like the product.

**Chloe:** What do you like the least about our product?

**Thea:** Perhaps the products' contents. Since I started using your products, I've had severe **breakouts**.

## Role-play

Read the dialogue and answer the questions.

**Chloe:** On a scale of 0 to 10, how likely are you to recommend our products to a friend?

**Laura:** I'd give them a 9 out of 10.

**Chloe:** What made the product stand out?

**Laura:** The quality is good and it is the best product I've ever tried.

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**Chloe:** How would you rate our products on a scale of 1-10?

**Thea:** I'd give them a 5 out of 10. I just don't like the product.

**Chloe:** What do you like the least about our product?

**Thea:** Perhaps the products' contents. Since I started using your products, I've had severe breakouts.

## ∴ NPS Survey Structure

**An NPS survey consists of a two-part questionnaire.**

### 1 - Rating Question

- asking customers to rate your business/ product/ service on a scale of 0 to 10

### 2 - Open-Ended Question

- a follow-up as to why the specific score was given

#### What is an NPS Survey?

- A **Net Promoter Score** survey is a simple questionnaire that aims at predicting whether a customer will repurchase from a company or refer it to someone else.

## ⋮ NPS Survey Questions

### 1 - Rating Questions

- On a scale of 0 to 10, how likely are you to recommend (product name) to a friend?
- Following the latest feature updates, how likely are you to recommend our products to a colleague?
- Considering your recent purchase experience, how likely are you to recommend (product name) to your friend or colleague?
- How likely are you to recommend (product name) to someone sharing the same interests?

### 2 - Open-Ended Questions

#### If the customer scored 9-10:

- What made the product stand out?
- What do you like most about our product?

#### If the customer scored 7-8:

- How can we improve our product?
- What could we do to improve your experience?

#### If the customer scored 0-6:

- What was missing from your experience?
- What do you like the least about our product?



# Learning Goals

## 3 Customer NPS Categories

Q1: How likely are you to recommend our products to a friend or colleague?



**Detractors**  
(unhappy customers)  
(0 to 6 range)

**Passives**  
(unenthusiastic customers)  
(7 to 8 range)

**Promoters**  
(loyal customers)  
(9 to 10 range)

How is an NPS calculated?

$$\text{NPS} = \% \text{ Promoter} - \% \text{ Detractors (x100)}$$

Example:

10% (detractors)

50% (passives)

40% (promoters)

$$\text{NPS} = 40\% (\text{Promoters}) - 10\% (\text{Detractors}) \times 100$$

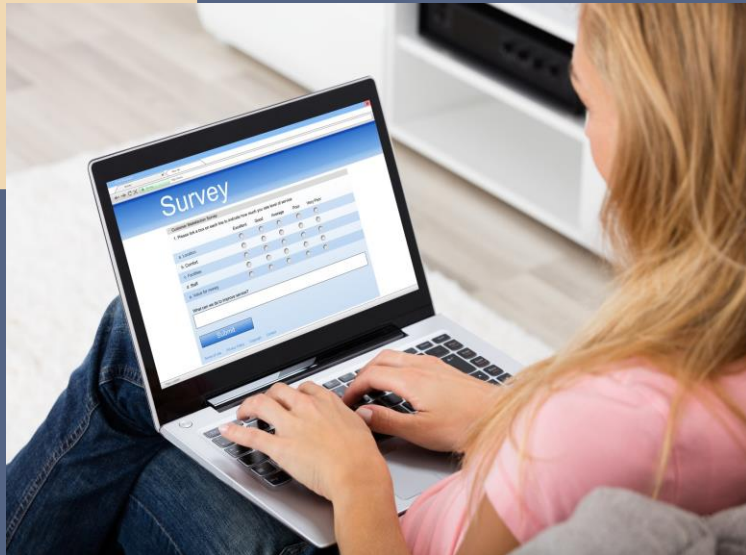
$$\text{NPS} = 30\% \times 100$$

$$\text{NPS} = 30$$

# Oral Practice

## Scenario:

You are the owner of a start-up travel agency. Conduct an NPS survey for your customers and personalize the open-ended question according to his/ her rating.



## ∴ NPS Structure:

### Rating Question

- On a scale of 0 to 10, how likely are you to recommend (products/services) to a friend?

### Open-Ended Question

- What do you like most/ least about our product?

# Overview

## Keywords and expressions:

*scale/ rate/ breakouts*

### **NPS Survey Structure**

#### **1. Rating Question**

*On a scale of 0 to 10, how likely are you to recommend (product name) to a friend?*

#### **2. Open-Ended Question**

*What do you like most/ least about our product?*

**CUSTOMER SURVEY**

Overall, how satisfied are you with the service you received? 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

How did you hear about us?

To what extent did the services meet your expectations? 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

How courteous and attentive was our staff? 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Did you receive services in the time expected? 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

How do we compare against similar businesses? 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Would you use our services again? 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

How could we have served you better?

How likely is it that you would refer a friend to us? 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

**SUBMIT**

*Made by Leras  
Proofread by Zach*