NEW BUSINESS ENGLISH 6

Lesson 34
Gathering Feedback by Call

LEARNING
GOALS

◆ 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?**

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

Situational Dialogue

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

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.

.:: 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?

3 Customer NPS Categories

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

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

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?

NPS = % Promoter - % Detractors (x100)

Example:

10% (detractors)

50% (passives)

40% (promoters)

NPS = **40% (Promoters)** - **10% (Detractors)** x 100
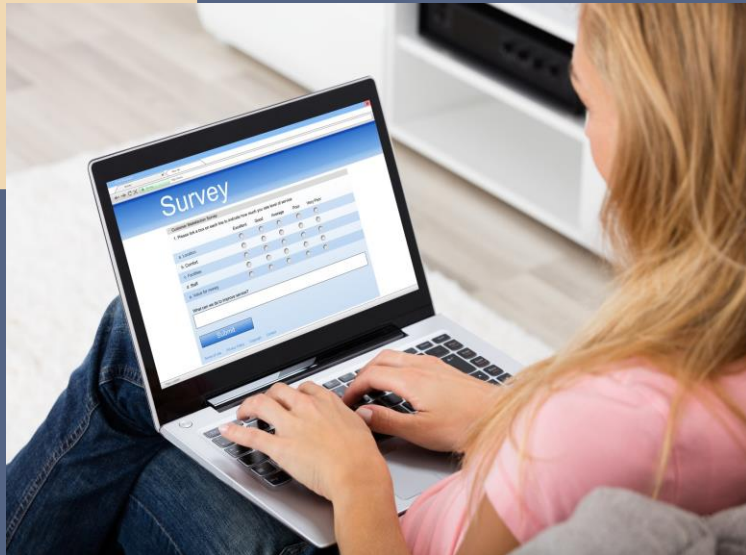
NPS = 30% x 100

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?

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