

NPS[®] Follow-Up Cheat Sheet

11 Customizable Templates To
Turn Survey Responders Into
Actionable Promoters



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NPS® is a simple survey technique that asks just two questions:

How likely is it that you would recommend our brand/product/service to a friend or colleague? (Answers are based on a 0-10 scale).

And:

What's the most important reason for your score?

But people tend to become unnecessarily obsessed with their numerical “score” only. Net Promoter as a system is more about the relationships you create with your customers than the score you track.

Most companies who measure NPS forget or ignore this advice.

So how do you respond to customers with different scores and drive further engagement or action?

VERY IMPORTANT REMINDER: *Never copy/paste a response.* This part can not be automated. Always use at least their name, but ideally with something that shows that you read what they wrote and it mattered to you. If you don't do this and send canned responses, you will likely achieve the opposite of your intended goal.

Always be sure to address their specific comments or issues as well and empathize where necessary.

Score: 10

This is the easiest score to respond to by far, but the exact words you use are still important:

Thank you for your score of 10! You honestly made my day! If you have just 30 seconds, would you be willing to write a quick review to make it easier for other people to discover the service? Here's a URL: ...

Most people are happy to recommend your service, but don't know who to recommend it to. Make it easy for them. They don't even realize that leaving a review or public comment is a great way to recommend your service to others. They also don't know where to best leave their

review, so providing the best outlet for your company is key. If something other than a review is more beneficial, offer that instead (asking for direct referrals, a case study, testimonial, etc).

Score: 9

A 9 is almost as good as a 10, but you may want to tone down the message slightly so it doesn't sound overly thrilled with an almost-but-not-quite-perfect score:

Thanks for your feedback! That made my day! If you have just 30 seconds, would you be willing to write a quick review to make it easier for other people to discover the service? Here's a URL: ...

Notice that you always start out with gratitude, no matter what score you are given. Show people what the score means to you personally. This demonstrates you are not just a computer auto-responder. It will help you stand out.

Score: 8

An 8 is a score to be proud of, but with some room for improvement. Never take someone's score personally. It's not as much a reflection on you as it is an opportunity to grow a relationship.

Thank you so much for your response. I really appreciate how quickly you got back to me. I know you are busy and I don't want to waste your time, but if there was one thing I could do to earn your recommendation next time, what would that be?

Another way that you can show gratitude is to acknowledge how quickly people get back to you. Of course, this is one of those things where the compliment only works if they actually did respond to the survey quickly.

Score: 7

A 7 is still technically a "neutral (or passive)" score that is thrown out of the final calculations. But, you should get excited to see "neutral" scores since usually these people are really close to getting ready to recommend your service. They often just need a little change to what you are already doing to make them happy or truly loyal.

Thank you so much for your response. I can see you have put a good deal of thought into your response. I know you are busy and I don't want to waste your time, but if there was one thing I could do to earn your recommendation in the future, what would that be?

Acknowledging how busy your customer must be is a sign of respect. Another great way to start building an authentic relationship with them.

Score: 6

With a 6, you starting to enter the “detractor” zone. It’s easy to feel disappointed when you see these scores, but don’t let yourself get down. With a well-crafted response, you can get just as much value from a “detractor” as you get from a “promoter.”

Thank you for your honesty. I know my service isn't a perfect fit for everyone, but I am always striving to meet the needs of customers like yourself. What's your #1 biggest problem that I'm not addressing today?

A detractor often doesn’t feel like you are tackling his biggest problem. A common theme you will see in all the detractor feedback is an attempt to find out what problem you haven’t addressed yet. When you compliment their honesty, they are more likely to give you an honest response to this question.

Score: 5

The trick with NPS follow-ups (if you haven’t noticed by now) is to engage with your customers at their level of excitement. Everyone is coming from a different place in their lives (business or personal), but we all want more friends and like to receive honest compliments.

Thanks for telling me the truth. It's easier to grow when people are straightforward with you rather than just buttering you up. I am always striving to meet the needs of awesome customers like yourself. What's your #1 biggest problem that I'm not addressing for you today?

You might naturally get defensive when people give you a bad score. And in fact, people might expect you to ignore them or defend yourself. So when you take the opposite angle and embrace their opinion, it is a welcome surprise. When’s the last time a company thanked you for criticizing them? This is why there is sometimes more power in responding to detractors than there is to promoters.

Score: 4

When the scores start to get really low, it’s ok to acknowledge how you honestly feel about it. In fact, starting at around a 4, if you were totally positive about their response, it would probably sound fake anyhow.

Thanks for telling me the truth. Even though I am sad to get a 4, we are always striving to meet the needs of our customers like yourself. What's your #1 biggest problem that I'm not addressing for you today?

Telling people you are sad to get a 4 not only shows you read their response, but shows you are human again. The vast majority of the time, people assume nobody will personally look at their feedback. It will be a shock to most of these people and help them open up to you.

Score: 3

It's ok to be a little tongue-in-cheek with these too. A little humor goes a long way to breaking the ice.

Thank you for your honesty. Not everyone is as forthright to give me a solid 3 when I deserve it. We are always striving to meet the needs of our customers like yourself. What's your #1 biggest problem that I'm not addressing for you today?

Let your personality come through, but don't be wordy. Keep it short and sweet. People don't have time to read three wordy paragraphs from you. Get to the point.

Score: 2

Here's another way to poke fun at yourself and break the ice with a little humor.

Thank you for your honesty. I must have done something really bad to deserve a 2! What's your #1 biggest problem that I'm not addressing for you today?

You are probably bored of seeing that "biggest problem" question by now, but don't underestimate its power. If you asked it in a positive way like "what can I do to make it better?" you will get fewer responses because often people DON'T KNOW what they want you to do. But everyone finds it natural and easy to complain about the problems or limitations they experience. It's human nature.

Score: 1

By the time someone gives you a score of a 1, they most definitely don't think anybody is reading these responses. They think it's all just averaged out somewhere. So play that up and you can make a big impact.

I am grateful you took the time to reach out, but ouch! I'm so sorry that we did such a poor job serving your needs. What's your #1 biggest problem that I'm not addressing for you today?

When you open your heart in this way, they will almost certainly feel bad for giving you the score and want to be helpful so that you understand why they said what they said. You will often hear

people say: “I didn’t know anybody would read this, I should have given you a 5 or a 6.” Of course a 5 or a 6 is still a detractor, so it wouldn’t change your score. But at least it’s going in the right direction.

Score: 0

And now for the score you have all been waiting for. The dreaded 0.

I wish there were more people in my life like you to set me straight ... but oh that hurts! I'm so sorry that we did such a poor job serving your needs. A 2 or a 3 I could understand, but a 0?? What's your #1 biggest problem that I'm not addressing for you today?

Just like a 10 response is an amped up 9, a 0 response is an amped up 1. It highlights your humanity but acknowledges their honesty. You will find that often the worst the score, the better relationship you can foster is. Remember to personalize it. If people filled in the “Why did you give us that score?” part of the survey, acknowledge it. Never argue. Just parrot back what they say.

For example, if they say: “your tool is crappy and hard to use.” You can respond with: “I know how frustrating it is to use tools with poor design. I really want to do better, but I could use your help.”

People find it very hard to say no to you if you ask for help in this non-defensive way. It might not be the way you initially want to respond to a comment like this, but it is absolutely the best chance you have at creating loyal (promoting) customers out of even the most dissatisfied of users.

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If you’d like further ideas or assistance, or would like to get a personal demo of all of the features that Promoter has to offer, we’re [just an email away](#).