

NPS FACTSHEET



What is a Net Promoter Score?

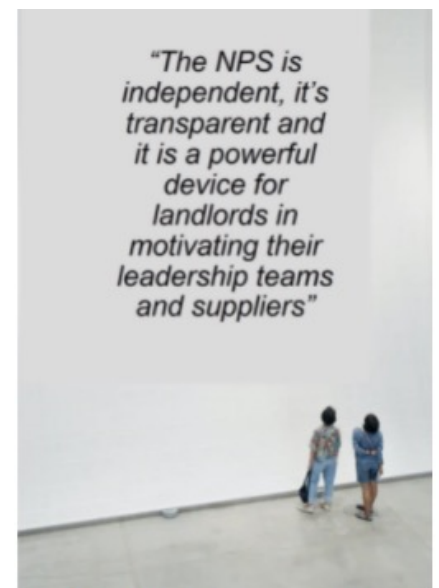
Developed by American Fred Reichheld, it's the most widely used means of measuring customer loyalty and how likely your customers are to recommend your services or products.

It is centred around the question: On a scale of 0-10, how likely are you to recommend us to a friend or colleague?

Why is it important for me, as a landlord?

It's a key way of measuring the loyalty of your occupiers or customers. It allows you to:

- Segment customers by loyalty
- Identify unsatisfied and at-risk customers
- Benchmark against your peers and competitors
- Uncover customer loyalty drivers
- Monitor improvements across the entire customer journey



Spotlight: The NPS is becoming a key measure

Who uses it?

Practically everyone outside the property industry and some forward-thinking companies within in it. It can be a major motivational tool for your leadership team and suppliers. Publishing your NPS score demonstrates you have an open, transparent relationship with your customers. For example, you can see the NPS scores of The Crown Estate and Great Portland Estates published in their respective 2021 Annual Reports.

What do the numbers mean?

- Anyone who marks between 0-6 is a 'detractor'. This means they are likely to speak negatively about their experience to others.
- A mark of 7-8 is a 'passive'. This means they are a neutral, unlikely to be overly critical but not likely to recommend you.
- Only those who mark 9 or 10 can be called 'promoters'. These are people who will actively promote their experience and recommend you to others.

How is the overall score worked out?

It's simple to calculate your final NPS score – just subtract the percentage of Detractors from the percentage of Promoters.

For example, if 10% of respondents are Detractors, 20% are Passives and 70% are Promoters, your NPS score would be $70 - 10 = +60$.

What is a good score?

Landlords should aim for a figure of NPS +10 as a minimum.

Apple's is 47

Costco is 79

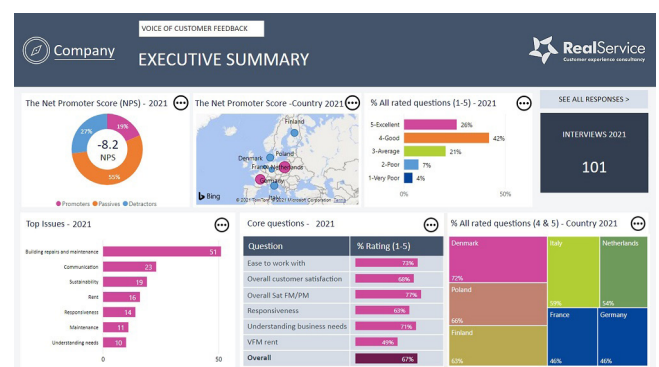
(source: <https://customer.guru/net-promoter-score/top-brands>)

How can RealService help?

We recommend that for a first NPS our Voice of Customer team conducts in-depth telephone interviews with your customers to provide you with independent, baseline research from which you can monitor improvements in future years.

Our dashboard can analyse your data in real time and be segmented in a way that's bespoke to you.

We also have the only NPS benchmarking index in the property industry. The RealService CX Index can compare your score with those of all our other clients – confidentially, of course.



Contact Us

- For Voice of Customer research, please contact Louise.Freethy@real-service.co.uk
- Visit our website at www.realservice.com
- See our case studies at: <https://real-service.com/case-studies/>