TPTracker Benchmark Report

TPTracker

Correlation between Overall Satisfaction scores and Net Promoter Scores

SUMMARY

Nine data sets from survey responses held in TPTracker were used to compare the results from an 'Overall satisfaction' question with the results from a 'Net Promoter' question.

In each data set, each respondent answered both questions at the same time within the same questionnaire.

Each data set was statistically reliable within $\pm$4% at the 95% confidence interval.

The results indicate that:

- There is a strong correlation between the responses obtained from a 'Satisfaction' question and those obtained from a 'Likely to recommend' question;

- A Net Satisfaction Score calculated from a 'Satisfaction' question will give a very similar value to a Net Promoter Score calculated from a 'Likely to Recommend' question;

- There is no particular advantage in asking both questions within the same questionnaire.

Comparing the data sets

Comparing 'Satisfaction' with 'Likely to Recommend'
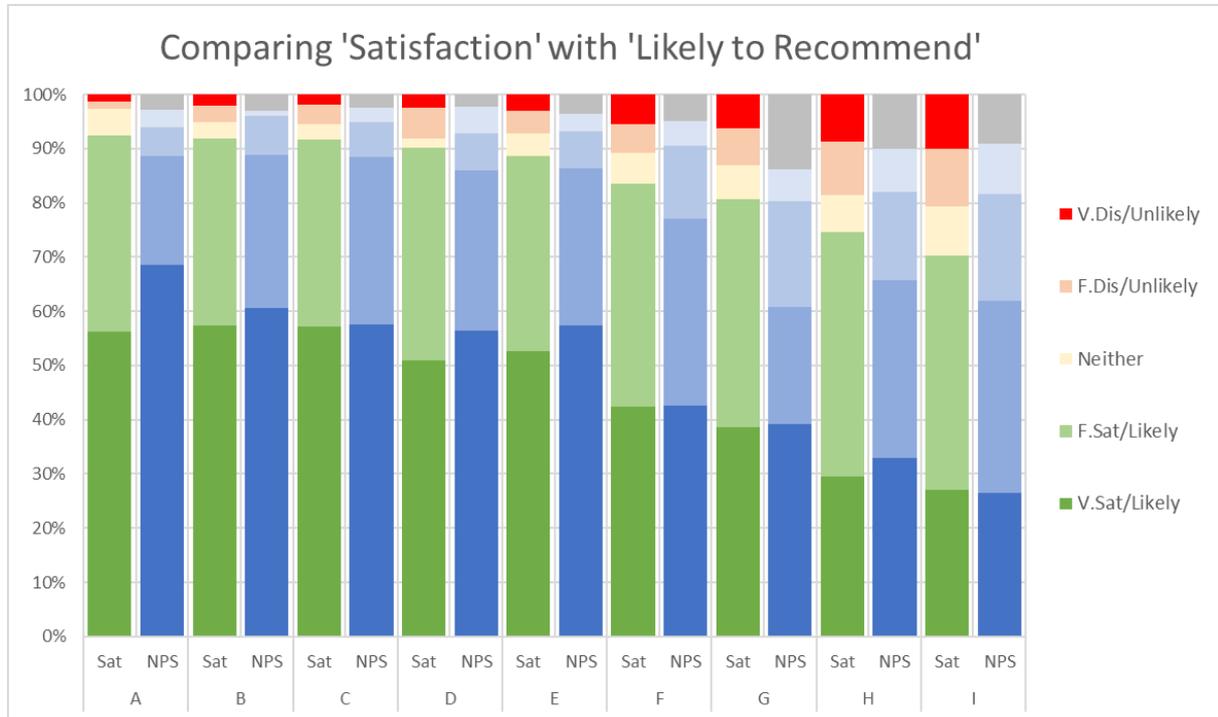
[Graph 1]

The raw data used to create this report came from nine different general satisfaction surveys conducted by TPTracker clients during 2016/17.

In total, 4,952 responses were analysed (average 550 per survey) and the data obtained for each survey was statistically reliable.
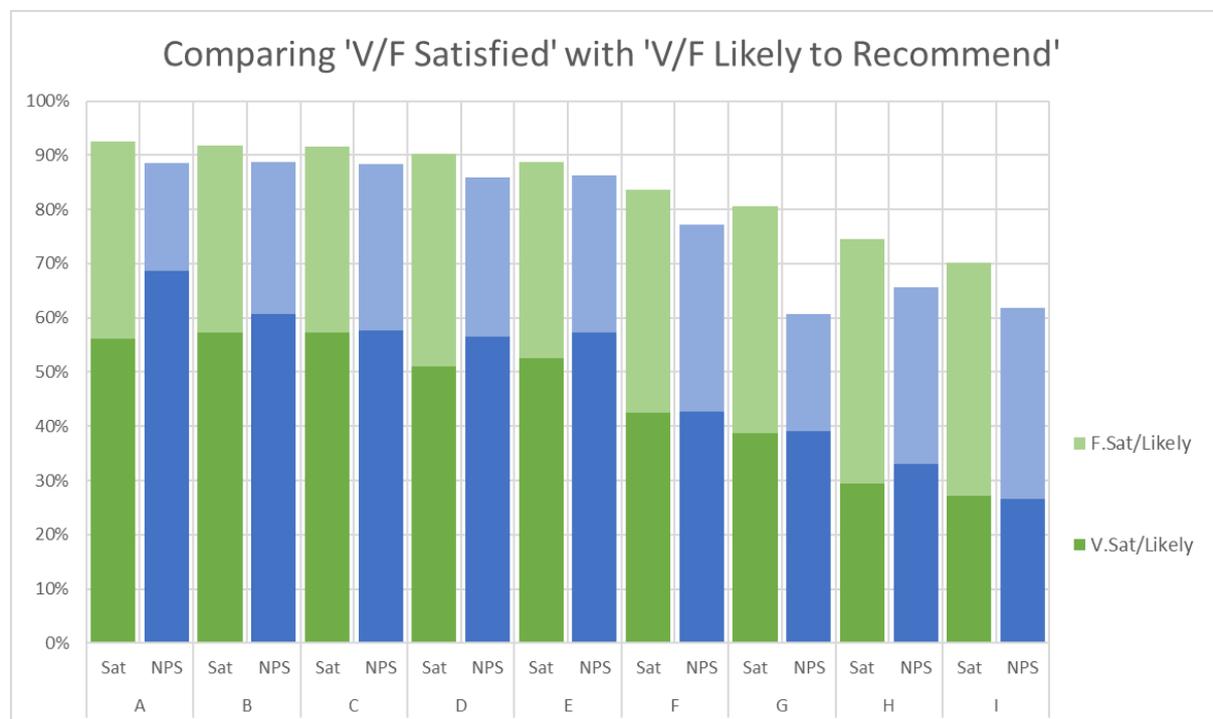
In each survey, the questionnaire included a general satisfaction question:

"Overall how satisfied or dissatisfied are you with the service provided by <<service provider>>?"

And a promoter question:

"How likely or unlikely are you to recommend <<service provider>> to your family and friends?"

## 'V/F Satisfied' compared with 'V/F Likely to recommend'

[Graph 2]

There is a clear correlation between the proportion of respondents who are very or fairly satisfied with the overall service provided and those who are very or fairly likely to recommend the service provider to family and friends.

In all cases, the proportion of respondents who are very or fairly likely to recommend the service provider to family and friends is LOWER than the proportion of respondents who are very or fairly satisfied with the overall service provided.

As satisfaction increases, the difference between the two indicators becomes smaller:

Difference between 'V/F Satisfied' and 'V/F Likely to recommend'

R² = 0.3182
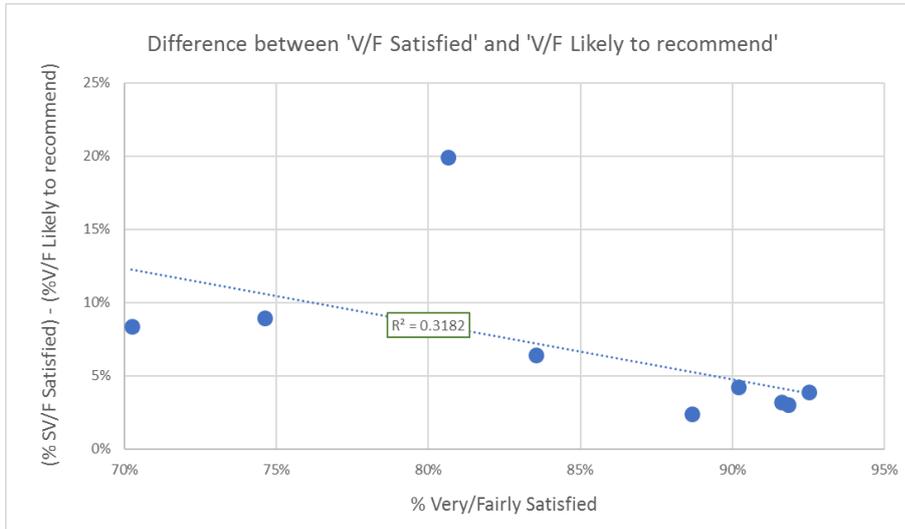
[Graph 3]

This means that one could calculate either:

- 'Very/Fairly satisfied' from a satisfaction question, or

- 'Very/Fairly likely to recommend' from a net promoter question;

and the values obtained from either would be similar.

Certainly, if one were comparing trends over time or different data sets, then any changes in the indicator used would be similar, regardless of which indicator is used.

There is therefore no obvious need to ask both questions in the same questionnaire.

Individual respondents

From a sample of the data, it can be seen that not everyone who was (for example) 'Very satisfied' was 'Very likely to recommend':
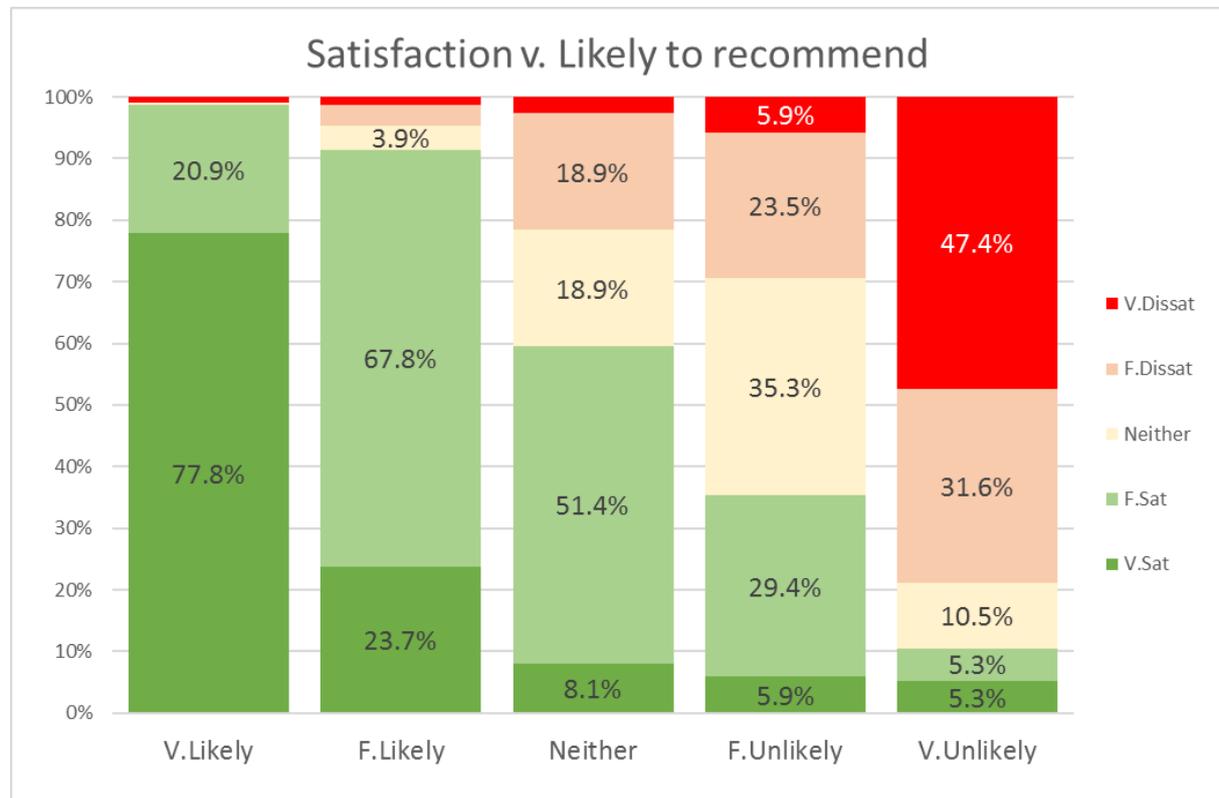
[Graph 4]

At one end of the scale, those who are very likely to recommend you represent a mix of people who are very or fairly satisfied with the service you provide.

People don't have to be really happy with your service to feel able to recommend you.

At the other end of the scale, more than 10% of the people who would not recommend you are still very or fairly satisfied with the service you provide.

It may be that some people interpret the question "How likely or unlikely would you be to recommend <<service provider>>?" as asking whether they think they are ever likely to be in a position to recommend, not as asking if they would feel able to recommend if they were ever in a position to do so.

In this situation, it would be logical for someone to be satisfied with your service but not to anticipate that they are ever likely to be a position to recommend you.

Comparing 'V/F Satisfied' with 'Net Promoter Score'

The trends here are similar for the two indicators, but the Net Promoter Score appears to be more sensitive to:

a. The split between 'Very' satisfied/likely to recommend and 'Fairly' satisfied/likely to recommend, and

b. The proportion of respondents who are 'Neutral', 'Very' or 'Fairly' dissatisfied/unlikely to recommend.
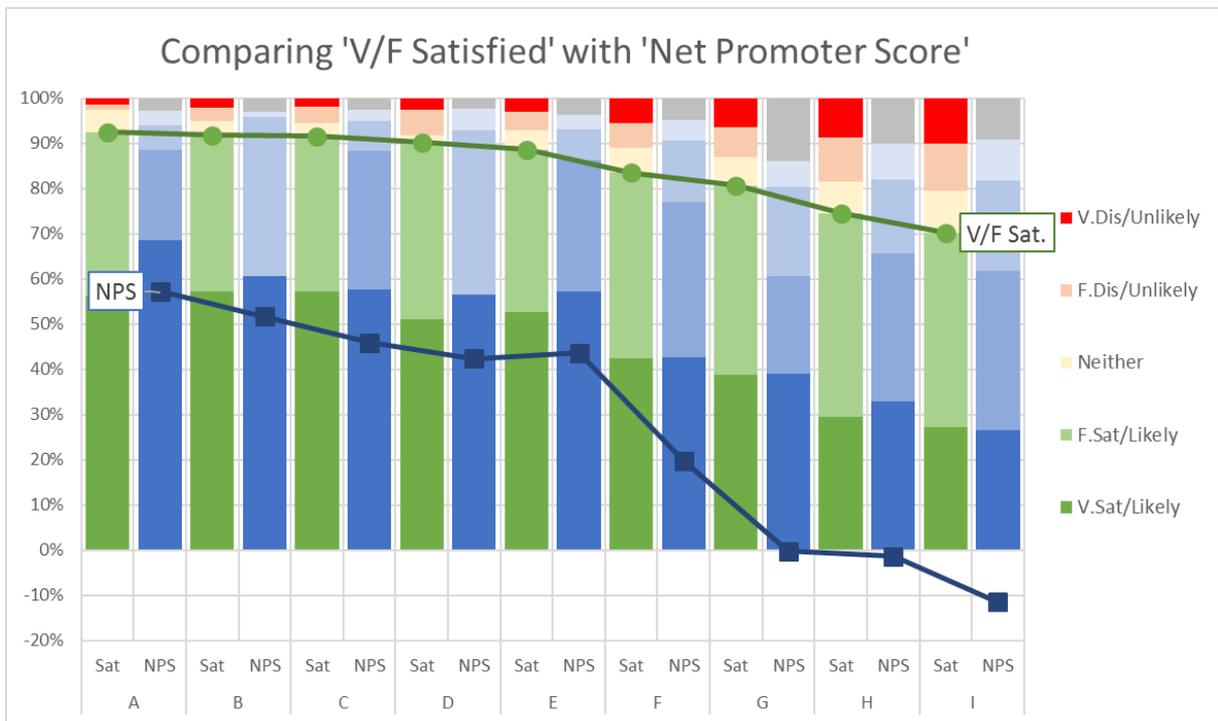
[Graph 5]

This is because we are here comparing apples with pears:

V/F Satisfied   = (% Very satisfied) + (% Fairly satisfied)

Ignoring (% Neutral), (% Fairly dissatisfied) and (% Very dissatisfied)

NPS   = (% Very likely) – (% Neutral) – (% Fairly unlikely) – (% Very unlikely)

Ignoring (% Fairly likely)

Overall Satisfaction v. Net Promoter Scores

TPTracker

Comparing 'Net Satisfaction Score' with 'Net Promoter Score'

If we calculate a 'Net Satisfaction Score' using the same methodology as that used for 'Net Promoter Score', then the results obtained are very close to those for the 'Net Promoter Score' (from the same questionnaire).
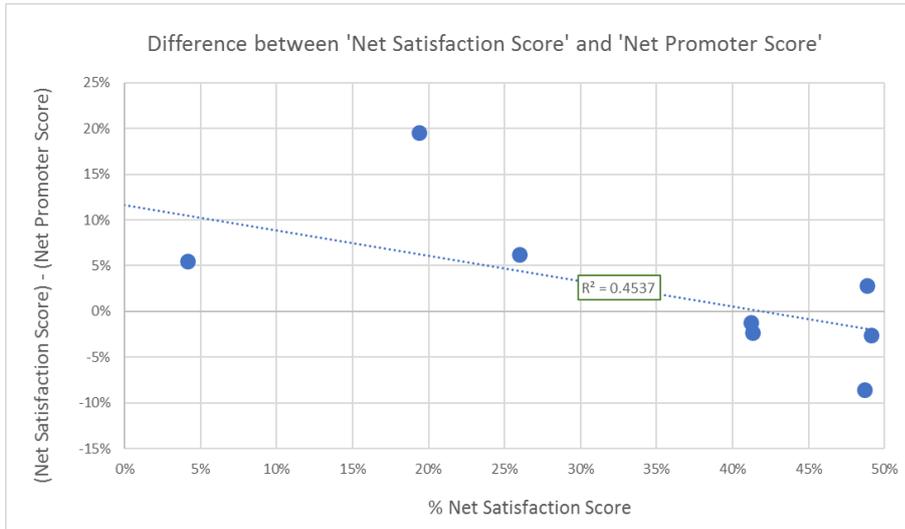
Net Satisfaction = (% Very satisfied) – (% Neutral) – (% Fairly dissatisfied) – (% Very dissatisfied)

Net Promoter   = (% Very likely) – (% Neutral) – (% Fairly unlikely) – (% Very unlikely)
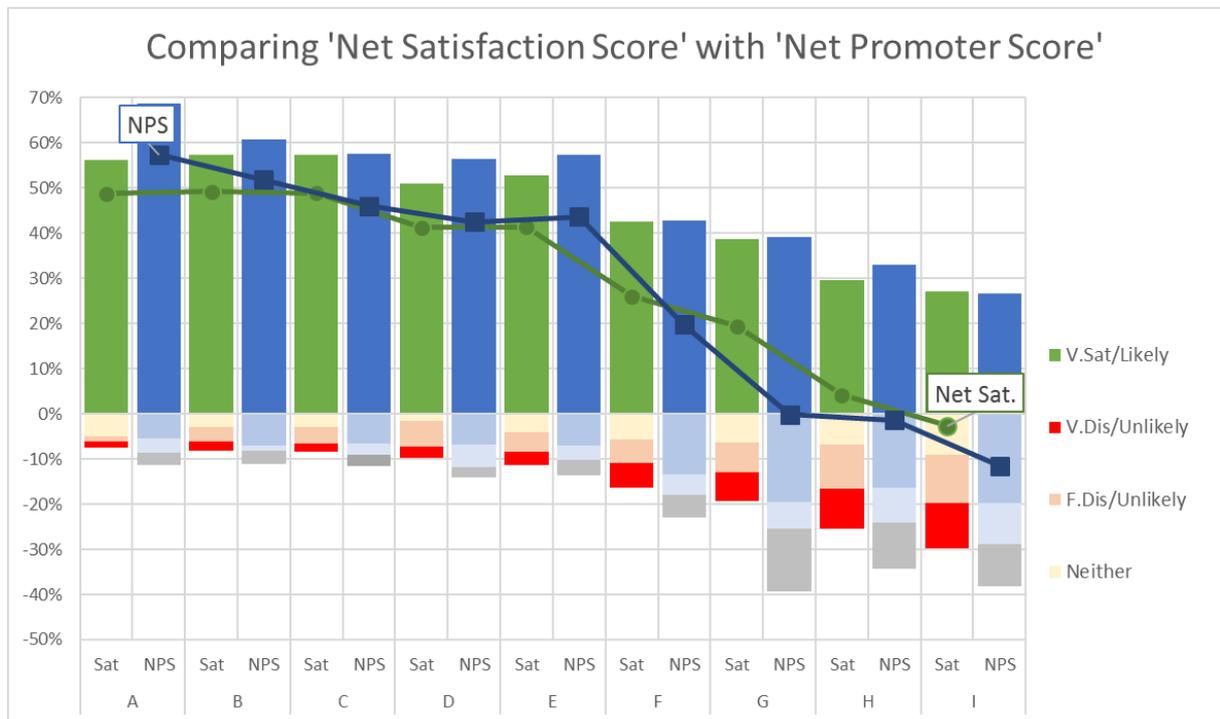
[Graph 6]

Again, as satisfaction increases the difference between these indicators becomes smaller:

[Graph 7]

Improving your Net Promoter Score

The above data shows the strong negative impact on both 'Net Promoter Score' and 'Net Satisfaction Score' of those respondents who are neutral or dissatisfied.

If you can focus on reducing 'Dissatisfieds' and moving 'Neithers' into 'Fairly satisfieds' then your 'Net Promoter Score' and 'Net Satisfaction Score' should then mirror an improvement in your overall satisfaction.

24.07.17