

## TALKING ABOUT NPS

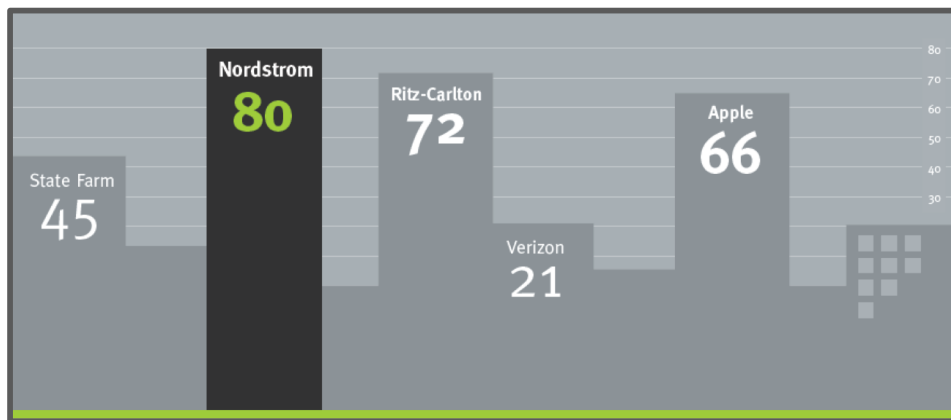
# WHAT IS A “GOOD” NET PROMOTER SCORE?

There are a variety of ways to share your NPS and prove to others that you have a good (*dare I say*), great NPS Score! You can benchmark your office to the company overall NPS, or look at how you stack up to a familiar brand. It depends on who your audience is and what you are trying to communicate. Every branch manager should have a few key metrics on hand to help speak about the NPS Survey. The handful listed below are incredibly helpful when talking to consultants about what they can expect from you.

### Key Metrics:

- Office NPS
- [Brand]NPS
- Industry NPS
- % of Promoters

### Familiar Brands:



### Identifiable Benchmarks:

**70%** = World Class    **50%** = Best of Staffing    **-2%** = Staffing Industry-Client    **24%** = Staffing Industry-Talent

Additionally, here are a few talking points to use when sharing your survey results and benchmarks:

*“Our office NPS is a [branch NPS], compared to the industry average of 11%. We work really hard to set the bar higher at [brand]for what an excellent consultant experience looks like”*

*“We collect feedback from our consultants throughout their assignment (not just when they start!). [Brand] currently has a xx% NPS- that’s nearly x times the industry average (24%).”*

*“xx% of our consultants say that they are highly likely to recommend us to a friend!”*

