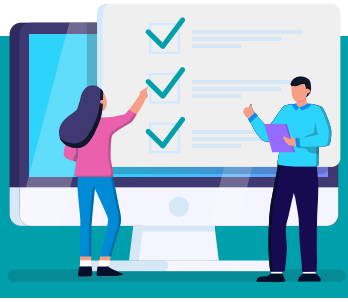
INTEGRITY
STAFFING SOLUTIONS

USING **NPS** TO MAINTAIN A HAPPY, PRODUCTIVE WORKFORCE

WHAT IS THE NET PROMOTER SCORE (NPS)?

Net Promoter Score (NPS) is a management tool that gauges customer loyalty. It can also be used to evaluate employee sentiment.



YOUR NPS IS BASED ON EMPLOYEES' ANSWER TO A SINGLE QUESTION:

"On a scale of 0 to 10, how likely is it that you would recommend [your company name] to a friend or colleague?"



SCORES 9-10
PROMOTERS

Loyal company team members who will keep working there and refer others when open positions are available.

SCORES 7-8
PASSIVES

Satisfied but unenthusiastic associates who are vulnerable to leaving you for a competitor.

SCORES 0-6
DETRACTORS

Unhappy Employees who can damage your brand and make it harder for you to hire through negative word-of-mouth.

CALCULATING NPS:

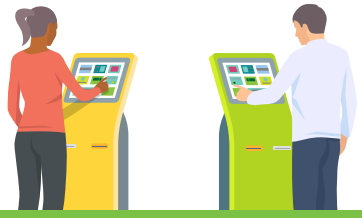
% – % = NET PROMOTER SCORE

PRO TIP

Before asking someone to complete an NPS survey, ask, "If you can't rate us a 9 or 10, please let us know how we can improve your experience." This strategy can provide you with new insights into your workforce.

KEEP MORALE HIGH AND RECRUITMENT COSTS LOW WITH THESE **NPS TIPS**

STEP 1: HERE ARE THREE EASY WAYS TO COLLECT ASSOCIATE FEEDBACK



KIOSKS

Place in high-traffic areas like your reception desk, the employee breakroom, or at the help desk.



EMAILS

Automate messages asking associates to rate their experience several times throughout their assignment.



IN-PERSON

Capture real-time feedback after one-on-one employee engagements using a tablet.

STEP 2: MONITOR AND ACT



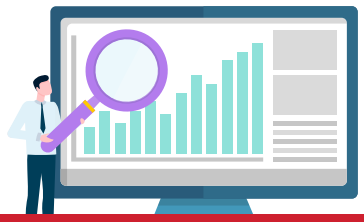
MONITOR

Assign a team member to monitor and manage feedback daily. Timely responses are critical to positively impacting associate experience and raising your NPS.



FOLLOW UP

Follow up within 24 hours with associates who rate you a seven or below to see what you can do to improve their experience.



IDENTIFY

Identify trends and escalate. If specific shifts or departments are consistently rated low, seek to understand the cause and fix it! Getting high marks? Capture best practices and share them with your team.



PRO TIP

After successfully addressing a detractor's issue, ask them to resubmit their NPS survey. You should see a bump in the score!

Interested in all the ways you can use the NPS to create a great associate experience? Download our full white paper: *https://bit.ly/IntegrityNPS*

Let's work together to create a happy, productive workforce.

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