

## Annex 4: The employee Net Promoter Score

The employee Net Promoter Score (eNPS) is an employee experience indicator that measures employee engagement.

The metric derives from the same concept as the [Net Promoter Score \(NPS\)](#), one of the most widely used indicators to measure customer satisfaction and loyalty (two thirds of the Fortune 1000 companies used some version of the NPS in 2020, according to Wikipedia). The NPS is based on how respondents rate their likelihood to recommend a company, product, or service to a friend or colleague.

Similarly to the NPS, the basis for the eNPS comes down to one simple question:

On a scale of 0-10, how likely are you to recommend our company to friends / colleagues / family?

- Anyone who gives a 9 or 10 is called a *promoter* — the people most likely to advocate for the company.
- Employees who provide a score between 0 and 6 are known as *detractors*, as they're more likely to talk negatively about their employer.
- Those who give a 7 or 8 are called *passives*.

The score is calculated by subtracting the percentage of detractors from the percentage of promoters<sup>1</sup>, according to the following formula:

**Net Promoter Score = % of *promoters* minus % of *detractors***

eNPS scores can vary from -100 through +100. Technically, anything above 0 is considered as acceptable. This would mean a completely even split of promoters and detractors at an organisation. In the US, 10-30 is generally considered as good, and anything near 50 is excellent.

There has been some discussion about how cultural differences might weigh on the ratings given by respondents to the eNPS or NPS questions. It has been said, for example, that Europeans tend to be culturally inclined to give lower marks in general, which would make advisable to adapt the eNPS scores (for example, by counting as promoters those giving 8-10 marks for European organisations). Nevertheless, as the discussion has not been settled, we will stick to the standard in our survey.

The eNPS has the advantages of being easy to use, allowing to easily monitor employees over time (for example, Apple has been running it quarterly for many years), and being good for benchmarking (measuring the performance of one organisation against others).

On the other hand, eNPS provides somewhat limited information with its single question. Thus, the question has often a follow-up where the respondent is asked to explain the “why” behind their rating with an open-text answer. In this opinion survey, we follow-up the eNPS question with a comprehensive set of questions about different aspects of the respondent's experience at the DGT workplace.