IndiKit

CUSTOMER SATISFACTION

Outcome indicator

Indicator Phrasing

English: % of customers using [specify the promoted product / service] who would recommend its purchase to other people

French: % de clients utilisant [spécifiez le produit / service promu] qui recommanderaient son achat à d'autres personnes

Spanish: % de clientes que utilizan [especificar el producto/servicio promocionado] que recomendarían su compra a otras personas

Portuguese: % de clientes que usam [especifique o produto / serviço promovido] que recomendariam a sua compra a outras pessoas

Czech: % zákazníků používajících [určete daný produkt / službu], kteří by doporučili produkt/službu dalším lidem

What is its purpose?

The indicator measures the proportion of people using the promoted product / service who would recommend its purchase and use to other people – an important proxy for product / service quality, and customers' appreciation of its benefits.

How to Collect and Analyse the Required Data

Collect the following data by conducting individual interviews with a representative sample of users of the given service/ product:

RECOMMENDED SURVEY QUESTION (Q) AND POSSIBLE ANSWERS (A)

Q1: *Can you please show me on this scale how likely is it that you would recommend* [specify the product/ service] *to a friend or family member? Please feel free to give me an honest answer, according to your true feelings.* [Show the scale provided at the bottom of this page and explain what each face means - definitely recommend / likely recommend / likely not recommend / definitely not recommend].

A1:

1) definitely recommend (happiest face)

2) likely recommend

3) likely not recommend

4) definitely not recommend (saddest face)

5) no response

To **calculate the indicator's value**, divide the number of respondents who would definitely or likely recommend the purchase of the given product/ service to other people by the total number of interviewed respondents (exclude those who gave no response). Multiply the result by 100 to convert it to a percentage.

Disaggregate by

Disaggregate the data based on criteria relevant to the content and focus of your intervention.

Important Comments

1) Ensure that all of your **data collectors explain the meaning of the scale in the same way**, for example: "*The happiest face means that you would definitely recommend the* [product / service] *to your friends or family members. The face with the smaller smile means that ...*". Let each data collector practice and ask others to observe whether s/he explains the scale correctly.

2) **Consider asking people who (likely) would not recommend the product / service for their reasons** (on the other hand, you can also ask people who would recommend it for their reasons).

3) If you work in a context where people are used to using numeric scales (1 to 10), consider using the well-established method **Net Promoter Score –** see guidance below.

4) The segregated data can show you which (types of) people are likely to be **the best promoters (but also detractors) of the product / service**, or which type of person the product is most relevant to.

E-Questionnaire

- XLS form for electronic data collection - indicator Customer Satisfaction

Access Additional Guidance

- HubSpot (2018) What Is NPS? The Ultimate Guide

- People in Need (PIN) (2018) Visual Scale (4 options)

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