

## Net Promoter Score Program Overview

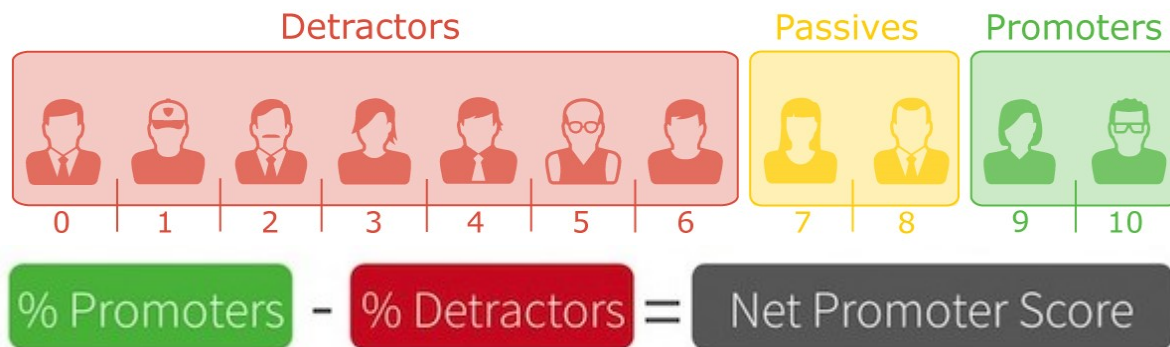
### What is Net Promoter Score?

The Net Promoter Score (NPS) is a measure of **customer satisfaction** and **engagement**. Customers are asked one core question:

*“How likely is it that you would recommend [your product/service] to a friend or colleague?”*



The NPS is calculated as follows:



### Why use Net Promoter Score?

Research has demonstrated that the Net Promoter Score is a leading indicator of growth. Organizations that have a high NPS tend to outperform the market. Examples of organizations that use the NPS include Apple, TripAdvisor, Facebook and American Express amongst others.

### Benefits of Participation in the NPS Program:

1. Obtain insight on customer satisfaction and engagement with your product/service.
2. Benchmark your performance with similar destination products/services.
3. Track changes in customer satisfaction and engagement over time to evaluate the effectiveness of any product/service enhancements.
4. Compare your product/service NPS to the overall destination NPS for Vancouver.

### How to Participate in the NPS Program:

If you are interested in participating or have any questions about the program, please contact: Eugene Chu, Manager, Research & Business Analytics at 604-631-2889 or [echu@tourismvancouver.com](mailto:echu@tourismvancouver.com). Thank you.