Is nps a percentage?

Is NPS a score or a percentage?

The Net Promoter Score is calculated as the difference between the percentage of Promoters and Detractors. The NPS is not expressed as a percentage but as an **absolute number lying between -100 and +100**. For instance, if you have 25% Promoters, 55% Passives and 20% Detractors, the NPS will be +5.

What is a good NPS percentage?

What a good Net Promoter Score looks like

| Industry	Professional services	Consumer goods and services
Average NPS	**+43**	+43
Median NPS	+50	+50
Top quartile	+73 (or higher)	+72 (or higher)
Bottom quartile	+19 (or lower)	+21 (or lower)

How are NPS calculated?

Your Net Promoter Score is calculated by: **Subtracting the percentage of detractors from the percentage of promoters**. (The percentage of passives is not used in the formula.) For example, if 10% of respondents are detractors, 20% are passives and 70% are promoters, your NPS score would be 70-10 = 60.

Is an NPS of 70 good?

NPS benchmarks

Scores between 0 to 30 are typically good, but there's room for improvement. Scores of 30-70 are classified as great and it typically means you have a lot of happy customers. If your NPS is 70 or higher–kudos–**you're doing excellent with a high number of Promoters** in your customer base.
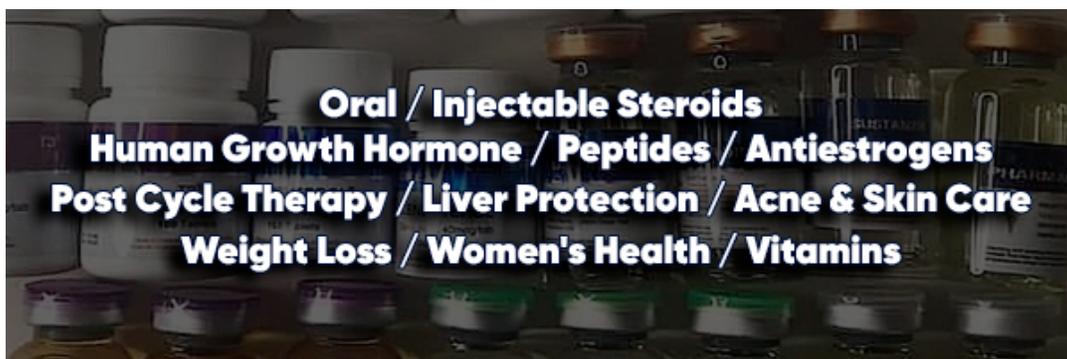
How do you convert NPS to percentage?

To get the percentage, **take the group total and divide it by the total number of survey responses**. **Now**, subtract the percentage total of Detractors from the percentage total of Promoters—this is your NPS score.

Can NPS be in decimals?

The Net Promoter Score can range between -100 (all Detractors) to +100 (all Promoters). In calculating NPS, percentages are mathematically rounded, and **decimals are not displayed**.

Is 60 a good NPS score?

Net Promoter Scores range from -100 to +100, and what is considered 'good,' 'bad,' or 'neutral' can vary greatly across industries. That said, if an NPS survey is conducted by independent researchers—using strict, scientific sampling methods—a score of **60 or higher is generally a very good NPS in any industry**.

Is 50 a good NPS?

In an absolute sense, **an NPS score over 50 is considered above average**. If you are looking to benchmark your score with competitors through the relative method, an above-average NPS score can range anywhere from 0 – 40+ depending on the industry.

What is Netflix NPS score?

The Net Promoter Score of Netflix is a **number from -100 to 100** calculated by subtracting the percentage of detractors from the percentage of customers who are Promoters.

What is NPS return rate?

Best Performing NPS Tier-I Returns 2021 – Scheme E

Pension Fund Managers	Returns*	
	6-month	5-year
HDFC Pension Fund	21.35%	15.36%
UTI Retirement Solutions	21.97%	14.04%
SBI Pension Fund	**19.78%**	13.54%

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What does an NPS of 50 mean?

General NPS benchmark

Given the NPS range of -100 to +100, a positive score or NPS above 0 is considered "good," +50 **is considered "excellent**," and above 70 is considered "world-class." Based on global NPS standards, any score above 0 is "good." This means the majority of your customer base is more loyal.

What is Amazon's NPS score?

When it comes to customer loyalty, Amazon achieves an NPS of **69**. Based on the global NPS standards any score above 0 would be considered "good", with 50 and above classified as excellent, and 70 or higher as world class.

Who has the highest NPS?

Net Promoter Score benchmarks for top brands

	Company	
1	**Apple**	Apple Net Promoter Score Benchmarks
2	Google	Google Net Promoter Score Benchmarks
3	Microsoft	Microsoft Net Promoter Score Benchmarks
4	Coca-Cola	Coca-Cola Net Promoter Score Benchmarks

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