




### **WHAT IS NET PROMOTER SCORE (NPS)?**

The Net Promoter Score (NPS) is a benchmark test used by companies to measure a client’s overall satisfaction with your brand, and their willingness to recommend your services or products to others. It consists of a single question with a rating scale of 0 -10 (0 being completely dissatisfied, 10 being extremely satisfied).

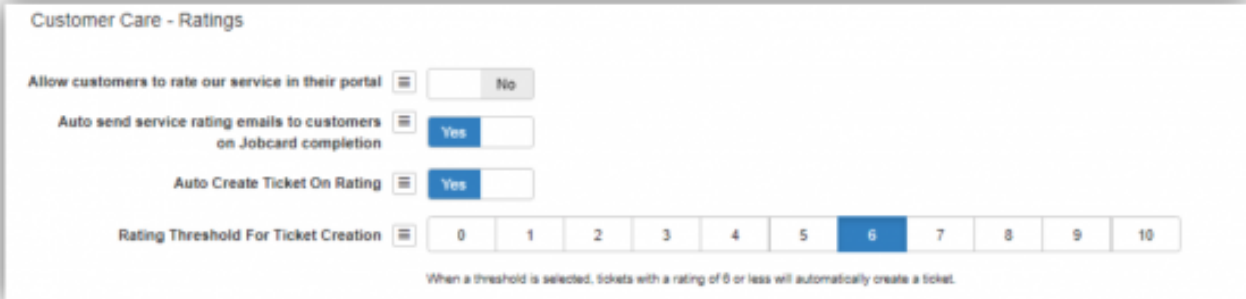
Customers are classified into 3 categories based on the rating that they have given:

DETRACTORS 0-6	PASSIVES 7-8	PROMOTERS 9-10
		
<p><b>Detractors</b> are those who rate the question between 0 and 6. They are normally unhappy or dissatisfied clients that are quite unlikely to promote your brand.</p>	<p><b>Passives (7-8)</b> are happy, neutral clients who are somewhat happy with your services, and might/might not promote your brand.</p>	<p><b>Promoters (9-10)</b> are extremely satisfied customers that will highly recommend your brand through positive word of mouth.</p>

### **NPS IN HEROTILL**

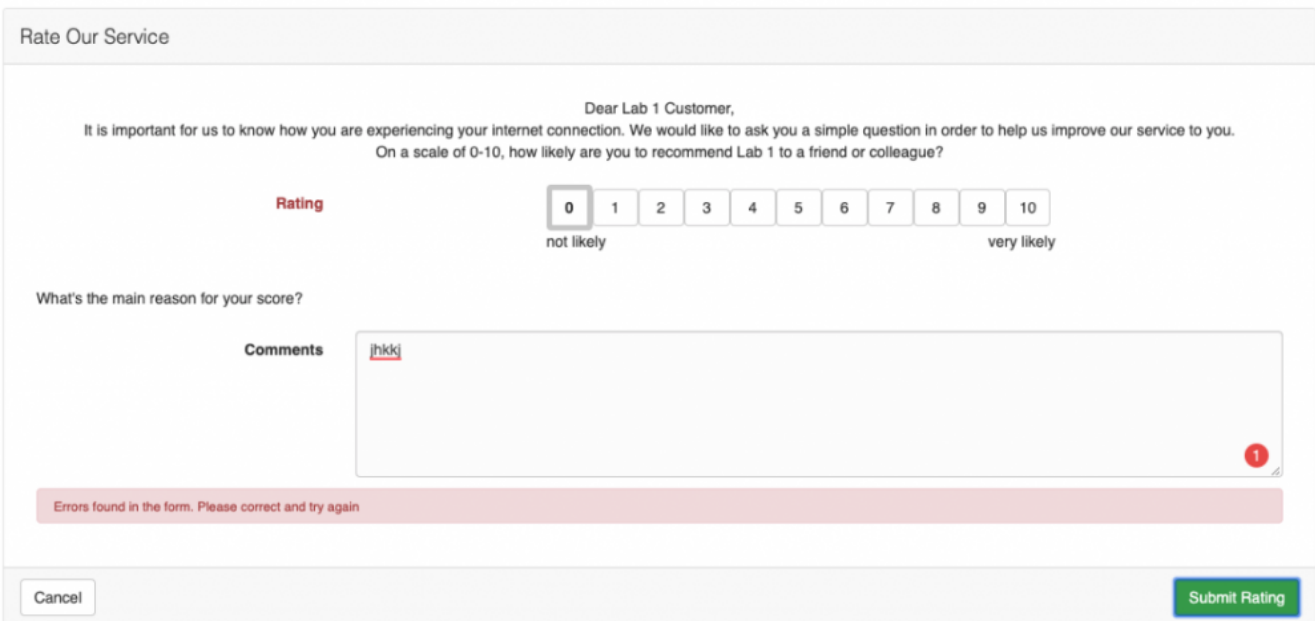
Previously, a rating system of 5 stars (1 = dissatisfied, 5 = extremely satisfied) was used by clients to rate our service. While this rating is a good measurement of client satisfaction, it is not an ideal way of scientifically measuring the output. This rating system has been changed to incorporate the NPS rating structure.

To enable customer ratings in HeroTill, go to the Sales Setup Menu (**Sales->Sales Settings->Sales setup**). You’ll see the following screen:

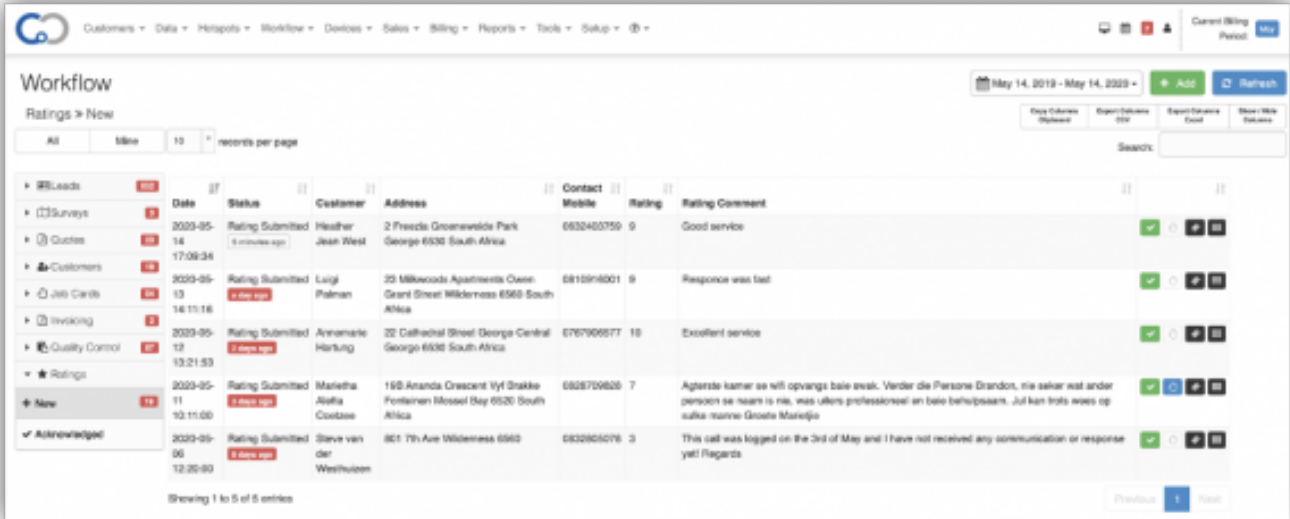


- Set **“Allow customers to rate our service in their portal”** to YES
- Set **“Auto Create Ticket on Rating”** and set it to YES
- Set a **ratings threshold**
- Click on **Update** when you are done.

This is what it now looks like on the customer’s side:



All submitted ratings are viewable under the Sales Leads, Ratings Menu (**Sales->Sales Leads->Ratings**).



The screenshot shows the HeroTill 'Workflow' page for 'Ratings > New'. It features a navigation menu at the top, a date range filter for 'May 14, 2019 - May 14, 2020', and a search bar. A sidebar on the left lists various workflow categories like Leads, Surveys, Quotes, Customers, Job Cards, Invoicing, Quality Control, Ratings, and Acknowledged. The main area displays a table of ratings with columns for Date, Status, Customer, Address, Contact Mobile, Rating, and Rating Comment. Each row includes a 'Show' button and a 'Close' button. The table shows 5 entries, with the first one being 'Good service' and the last one being 'This call was logged on the 3rd of May and I have not received any communication or response yet! Regards'.

Date	Status	Customer	Address	Contact Mobile	Rating	Rating Comment
2020-05-14 17:09:34	Rating Submitted	Heather Jeah West	2 Freeds Groenewald Park George 6530 South Africa	0832403759	9	Good service
2020-05-13 14:11:16	Rating Submitted	Luzil Palman	25 Mikewoods Apartments Over Grant Street Wilderness 6560 South Africa	0815016001	9	Response was fast
2020-05-12 13:21:53	Rating Submitted	Aynamale Hartung	22 Cathedral Street George Central George 6530 South Africa	0767906577	10	Excellent service
2020-05-11 10:11:00	Rating Submitted	Marietha Alafia Coetzee	19B Ananda Crescent Vyl Snakke Fontein Mossel Bay 6520 South Africa	0828709820	7	Agtarste kamer se wif opvangs baie ewak. Vender die Persone Brandon, nie seker wat ander persoon se naam is nie, was uiters professioneel en baie behulpzaam. Jul kan trots wees op sulke manne Groota Marietha
2020-05-06 12:20:00	Rating Submitted	Steve van der Westhuizen	861 7th Ave Wilderness 6560	0832803076	3	This call was logged on the 3rd of May and I have not received any communication or response yet! Regards

On this screen all new ratings wait in a queue to be acknowledged. From there a ticket can be generated for further attention, if one was not already auto created by the threshold score.

And that's it! Your guide to NPS in HeroTill. If you have any queries, questions or feedback, please send us a mail at [support@herotill.com](mailto:support@herotill.com).