

## What is Net Promoter Score (NPS)?

Net Promoter score is the idea that any company customer base can be branched into three separate categories:

- ✎ **Promoter** (score 9-10) – Loyal customers who will return and refer others, helping practices grow
- ✎ **Passive** (score 7-8) – Satisfied, but unenthusiastic clients who are vulnerable to competitive offerings.
- ✎ **Detractor** (score 0-6) – Unhappy customers who can hurt the practice's growth through negative word of mouth and online reviews.

Your Pet Health Network Pro survey targets promoters by asking a simple question: "How likely is it that you would recommend this practice to a friend or colleague?" The response your client provides to this question categorizes them into one of the three classifications given above. For additional information on NPS please visit: [www.netpromoter.com](http://www.netpromoter.com)

**You've received a survey response from a promoter.**  
Tell us how we're doing.

It is important to us that you and your pet have the best experience and care possible. You can be assured that your responses are kept confidential.

**3** of 5 We were greeted promptly and courteously.

**4** of 5 The hospital was clean, odor free, safe, and professional in appearance.

no answer We were seen within a reasonable time frame.

**5** of 5 The staff was knowledgeable and considerate toward my pet and me.

N/A The veterinarian listened to my concerns and answered my questions.

**4** of 5 I feel I received value for the fee I paid.

**9** of 10 How likely is it that you will recommend us to a friend or colleague?

**4** of 5 Overall, how would you rank us? ★★★★★

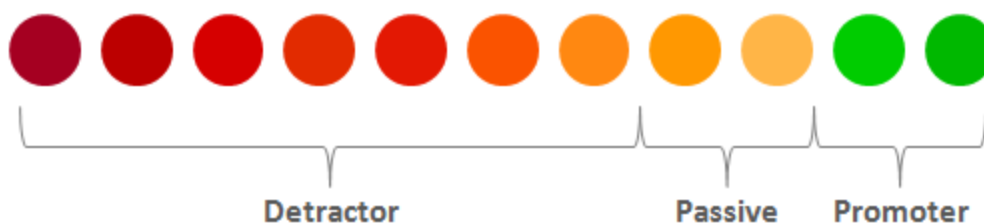
Tell us why: My cat seizures when he goes to the vet. Dr Jones and the staff are very soothing and comforting.

I wish you had a separate entrance that let us avoid the waiting room. There is something about the smell of the waiting room that sets him off. He seems fine in the exam room.

Feel free to use my feedback on the [practice name] website.

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When you use Pet Health Network Pro's built-in survey feature, your practice will receive an email each time a response is given. This communication will quickly indicate if the client is a promoter, passive, or a detractor. Your practice will be able to watch your Net Promoter score increase by visiting the 'Reporting' tab in your Pet Health Network Pro system.



## Positive Reviews from Your Best Clients!

Pet Health Network Pro's sophisticated integration between surveys and online reviews encourages your best clients to leave online ratings. Any client that completes your survey and is classified as a 'promoter' will be prompted to leave an online review (dependent on your practices online review settings). By targeting promoters your practice will gain new business over competitors.