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)

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.