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BUSINESS OF BARS

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HARNESSING THE POWER OF FEEDBACK

Participant Guide

— WWW.BUSINESSOFBARS.COM —



Harnessing the Power of Feedback

GUEST EXPERIENCE SURVEY

Name (optional) _____ Visit date _____

Based on your recent experience, on a scale of 1 - 10 (with 10 being the highest), please tell us how likely you are to recommend us to your friends, family or colleagues.

(not likely)

(extremely likely)

1	2	3	4	5	6	7	8	9	10
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In a sentence or two, please let us know why you gave the score above.

THANKS FOR TAKING THE TIME TO COMPLETE THIS SURVEY!

Calculating your Net Promoter score

1. Add up all surveys received over a given period of time (week/ month etc.)
2. Identify the numbers of responses for each of the following categories:
 - a. Promoters (P) - those that scored a 9 or a 10
 - b. Neutral (N) - those that scored a 7 or 8
 - c. Detractors (D) - those that scored 6 or less
3. Now complete the equation $\%P - \%D = NPS$

Use the table below to calculate your NPS score.

TYPE	SCORE	#	%
Promoters (P)	9 or 10		
Neutral (N)	7 or 8		
Detractors (D)	1 - 6		
	# Total respondent		

NPS (%P - %D) =



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EXERCISE: CALCULATING NPS

Exercise: The following lists contain results from 2 venue surveys. Use the NPS formula to calculate the NPS for each.

VENUE SURVEY 1	NPS SCORE		VENUE SURVEY 2	NPS SCORE
Guest 1	10		Guest 1	9
Guest 2	7		Guest 2	9
Guest 3	8		Guest 3	10
Guest 4	8		Guest 4	8
Guest 5	9		Guest 5	10
Guest 6	7		Guest 6	7
Guest 7	6		Guest 7	9
Guest 8	8		Guest 8	9
Guest 9	9		Guest 9	9
Guest 10	9		Guest 10	8
Guest 11	10		Guest 11	10
Guest 12	10		Guest 12	10
Guest 13	6		Guest 13	7
Guest 14	8		Guest 14	9
Guest 15	3		Guest 15	6
Guest 16	10		Guest 16	9
Guest 17	9		Guest 17	8
Guest 18	8		Guest 18	10
Guest 19	6		Guest 19	9
Guest 20	9		Guest 20	9
Guest 21	8		Guest 21	10
Guest 22	8		Guest 22	8
Guest 23	9		Guest 23	10
Guest 24	7		Guest 24	7
Guest 25	6		Guest 25	9
Guest 26	9		Guest 26	6
Guest 27	10		Guest 27	10
Guest 28	10		Guest 28	9
Guest 29	8		Guest 29	5
Guest 30	5		Guest 30	9

NPS =

NPS =



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