

A background image showing a business meeting. Two people are seated at a wooden table. One person is holding a pen and looking at a laptop screen displaying charts and graphs. The other person is holding a pen and looking at a notepad. A coffee cup is on the table. The image is overlaid with a teal and dark blue geometric design.

NEW BUSINESS ENGLISH 6

Lesson 34

Gathering Feedback by Call



LEARNING GOALS

- ◆ NPS Survey Structure
- ◆ NPS Survey Questions



Warm-up

- ◆ What questions do we include in feedback surveys?
- ◆ How common is it to gather feedback on calls in your country?

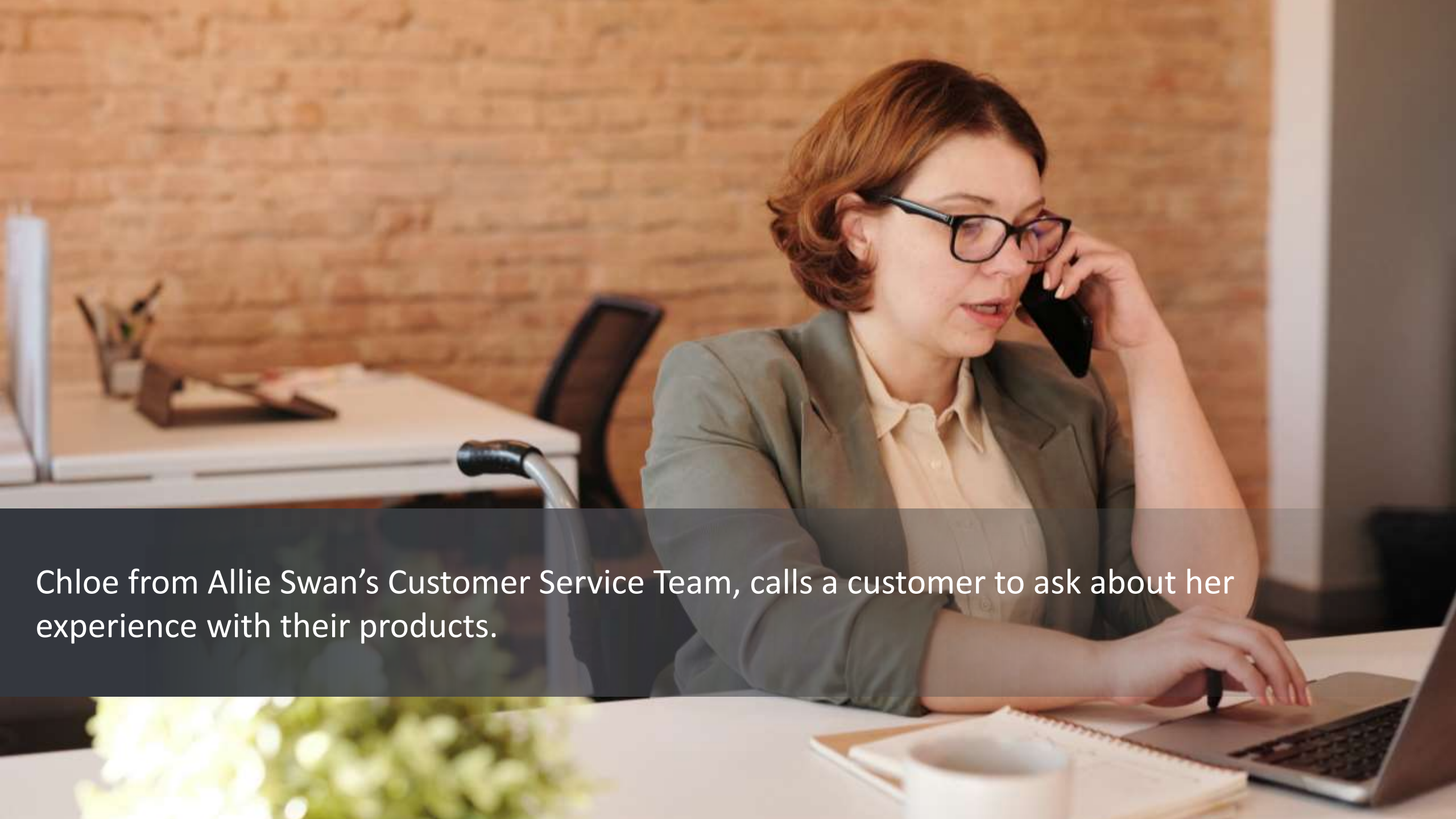
Customer Satisfaction Survey

Please rate your satisfaction with...

	Highly Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Highly Dissatisfied
The taste of your food.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The temperature of your food.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The speed of service.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The friendliness of the crew.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The accuracy of your order.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The cleanliness of the restaurant.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next

Progress 11%



Chloe from Allie Swan's Customer Service Team, calls a customer to ask about her experience with their products.

Situational Dialogue

Listen to the audio.

Chloe: On a **scale** of 0 to 10, how likely are you to recommend our products to a friend?

Laura: I'd give them a 9 out of 10.

Chloe: What made the product stand out?

Laura: The quality is good and it is the best product I've ever tried.

Chloe: How would you **rate** our products on a scale of 1-10?

Thea: I'd give them a 5 out of 10. I just don't like the product.

Chloe: What do you like the least about our product?

Thea: Perhaps the products' contents. Since I started using your products, I've had severe **breakouts**.

Role-play

Read the dialogue and answer the questions.

Chloe: On a scale of 0 to 10, how likely are you to recommend our products to a friend?

Laura: I'd give them a 9 out of 10.

Chloe: What made the product stand out?

Laura: The quality is good and it is the best product I've ever tried.

Chloe: How would you rate our products on a scale of 1-10?

Thea: I'd give them a 5 out of 10. I just don't like the product.

Chloe: What do you like the least about our product?

Thea: Perhaps the products' contents. Since I started using your products, I've had severe breakouts.

∴ NPS Survey Structure

An NPS survey consists of a two-part questionnaire.

1 - Rating Question

- asking customers to rate your business/ product/ service on a scale of 0 to 10

2 - Open-Ended Question

- a follow-up as to why the specific score was given

What is an NPS Survey?

- A **Net Promoter Score** survey is a simple questionnaire that aims at predicting whether a customer will repurchase from a company or refer it to someone else.



Learning Goals

⋮ NPS Survey Questions

1 - Rating Questions

- On a scale of 0 to 10, how likely are you to recommend (product name) to a friend?
- Following the latest feature updates, how likely are you to recommend our products to a colleague?
- Considering your recent purchase experience, how likely are you to recommend (product name) to your friend or colleague?
- How likely are you to recommend (product name) to someone sharing the same interests?

2 - Open-Ended Questions

If the customer scored 9-10:

- What made the product stand out?
- What do you like most about our product?

If the customer scored 7-8:

- How can we improve our product?
- What could we do to improve your experience?

If the customer scored 0-6:

- What was missing from your experience?
- What do you like the least about our product?

Learning Goals

3 Customer NPS Categories

Q1: How likely are you to recommend our products to a friend or colleague?



Detractors
(unhappy customers)
(0 to 6 range)

Passives
(unenthusiastic customers)
(7 to 8 range)

Promoters
(loyal customers)
(9 to 10 range)

How is an NPS calculated?

$$\text{NPS} = \% \text{ Promoter} - \% \text{ Detractors (x100)}$$

Example:

10% (detractors)

50% (passives)

40% (promoters)

$$\text{NPS} = 40\% (\text{Promoters}) - 10\% (\text{Detractors}) \times 100$$

$$\text{NPS} = 30\% \times 100$$

$$\text{NPS} = 30$$

Oral Practice

Scenario:

You are the owner of a start-up travel agency. Conduct an NPS survey for your customers and personalize the open-ended question according to his/ her rating.



... NPS Structure:

Rating Question

- On a scale of 0 to 10, how likely are you to recommend (products/services) to a friend?

Open-Ended Question

- What do you like most/ least about our product?

Overview

Keywords and expressions:

scale/ rate/ breakouts

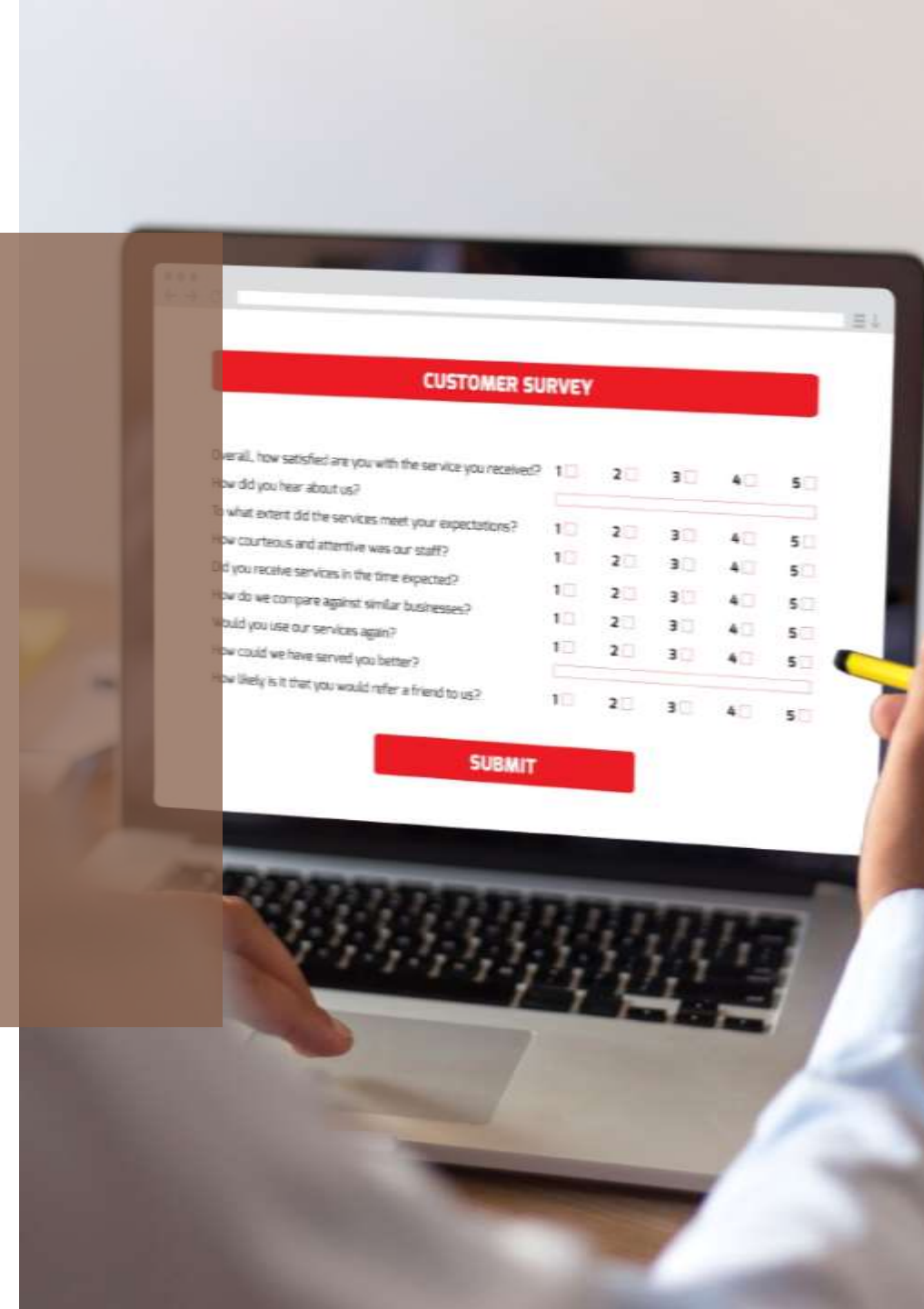
NPS Survey Structure

1. Rating Question

On a scale of 0 to 10, how likely are you to recommend (product name) to a friend?

2. Open-Ended Question

What do you like most/ least about our product?



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