

NET PROMOTER SCORE (NPS)

Original Design Iceberg companion. Define the situation and keep evidence separate from assumptions. Add a sheet when the scope needs more space.

01 / RELATIONSHIP

What object is being recommended?

02 / INVITATION

Audience, channel and timing.

03 / PARTICIPATION

Eligible invitations and valid responses.

04 / DISTRIBUTION

Counts at ratings zero through ten.

05 / CALCULATION

Promoter percentage minus detractor percentage, in points.

06 / REASONS

Volunteered accounts across all three categories.

REVIEW & DECISION

Original Design Iceberg companion. Interpret the work, record its limits and agree a next action with an owner and a review point.

01 / MISSING VOICES

Who may be absent from the responses?

02 / BOUNDARIES

How much does the score depend on ratings near cutoffs?

03 / COMPARABILITY

Are wording, timing and audience consistent?

04 / INTERPRETATION

What can recommendation intent tell us, and what can it not?

05 / EXPERIENCE QUESTION

Which concern deserves further research?

06 / FOLLOW UP

Owner, evidence needed and review condition.