

Using Net Promoter Score (NPS) to Increase Course Engagement

Stewart Rogers

VP, Products

Lambda Solutions





Stewart Rogers
VP, Products

ZOLA
ANALYTICS



Using Net Promoter Score (NPS) to Increase Course Engagement

agenda

- What is NPS
- How can you use NPS



are you collecting course feedback? (poll)

- Yes
- No



how are you collecting feedback? (poll)

- Net Promoter Score
- Basic Smile Sheet (a rating scale and written feedback)
- Something else
- I am not collecting feedback



which lms are you using? (poll)

- Moodle
- Totara
- Cornerstone OnDemand
- SumTotal Systems
- Other



which lms are you using? (poll)

- Moodle
- Totara
- Cornerstone OnDemand
- SumTotal Systems
- Other



Are you using NPS to collect feedback on your courses?



are you using NPS to collect feedback on your courses?

31% Yes

69% No



are you using NPS to collect feedback on your courses?

31% Yes

69% No



What are you hoping to learn in this webinar?





what is nps

net promoter score (nps)



Net Promoter Score (NPS) is a management tool that can be used to gauge the loyalty of a firm's customer relationships. It serves as an alternative to traditional customer satisfaction research and claims to be correlated with revenue growth. https://en.wikipedia.org/wiki/Net_Promoter



why nps for L&D

- Easy question for people to respond too
- Easy to benchmark
- Easy for stakeholders to understand



Course Type	Lowest	Bottom Quartile	Median NPS	Top Quartile	Highest
Basic Skills	4	40	54	81	100
Customer Relations	5	18	45	57	66
Executive Development	24	35	57	65	79
Information Technology Skills	-15	46	71	78	100
Interpersonal Communication	18	20	30	40	69
Managerial/Supervisory Skills	-66	20	45	60	71
New Employee Orientation	-31	23	44	56	73
Occupational Safety/Compliance	-7	-5	2	10	68
Product Knowledge	-11	22	54	79	89
Professional Skills	0	12	43	56	82
Quality, Competition, and Business Practices	-67	0	32	47	88
Sales and Dealer	-10	5	23	43	83
Technical Processes and Procedures	9	23	59	71	100
Overall Average NPS	-11	20	43	57	82

the question to measure

How likely is it that you would recommend our
COMPANY/PRODUCT/SERVICE to a
FRIEND OR COLLEAGUE?



the question to measure

How likely is it that you would recommend our
COMPANY/PRODUCT/SERVICE to a
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How likely is it that you would recommend our **COURSE** to a
COLLEAGUE?



the question to measure

How likely is it that you would recommend our
COMPANY/PRODUCT/SERVICE to a
FRIEND OR COLLEAGUE?

How likely is it that you would recommend our **COURSE** to a
COLLEAGUE?

Not at all likely

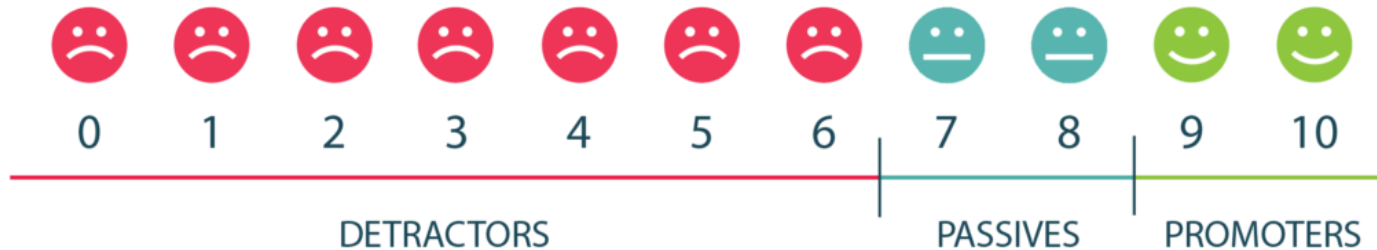
Extremely likely

0	1	2	3	4	5	6	7	8	9	10
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net promoter score math

How likely is it that you would recommend this course to a colleague?

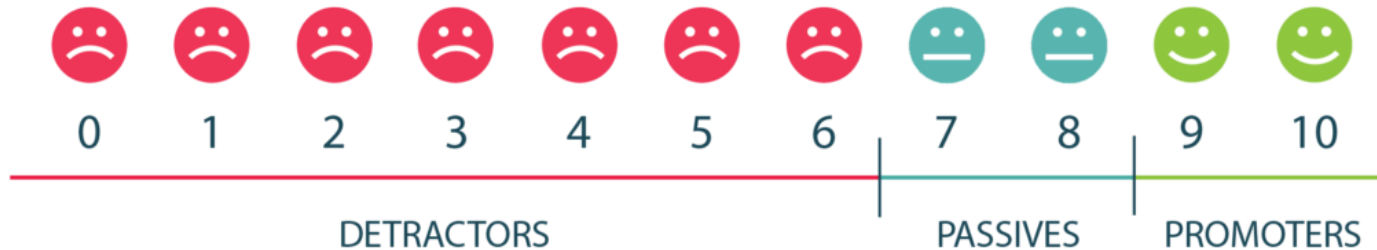


$$\text{😊 \%} - \text{😞 \%} = \text{NET PROMOTER SCORE}$$



net promoter score math

How likely is it that you would recommend this course to a colleague?



$$\text{😊 \%} - \text{😞 \%} = \text{NET PROMOTER SCORE}$$

example



the question to action

- How can we improve?

or

- Care to tell us why? Your feedback will help us to improve.
- We are thrilled you feel that way. Care to tell us why?



now what

1. Read each response
2. Look for patterns to categorize responses
3. Look for actionable feedback



do you need to segment your data?

segmentation

By user attributes

1. Age
2. Gender
3. City
4. Department
5. Position

By course attributes

1. Program
2. Course
3. Cohort
4. Type
5. Date



how can I capture the data?

the software

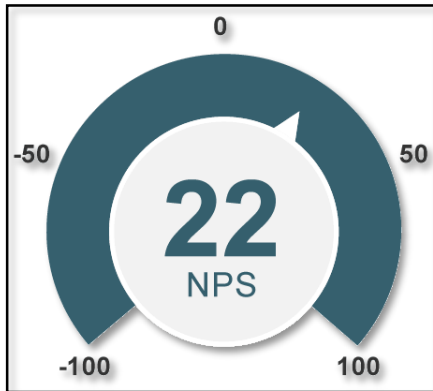
1. Pen and paper, manual entry into Excel
2. Built-in survey (or feedback) activity in your LMS
3. External survey service



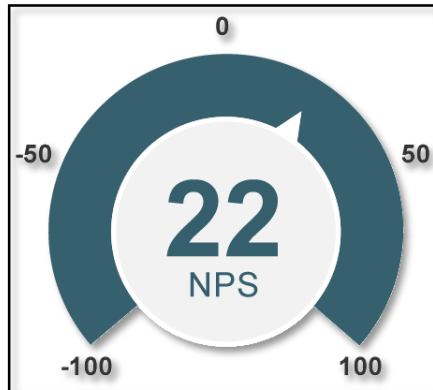
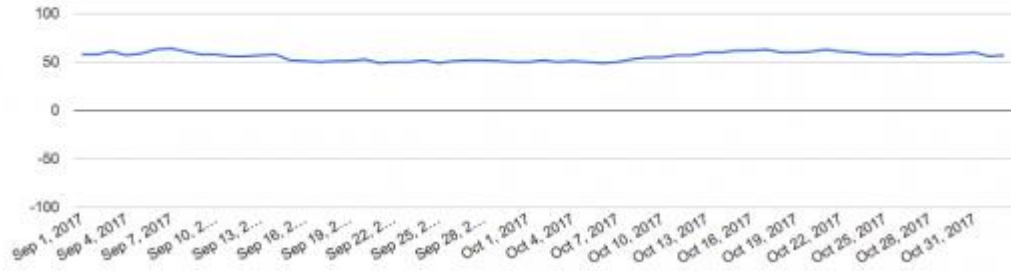
surveygizmo



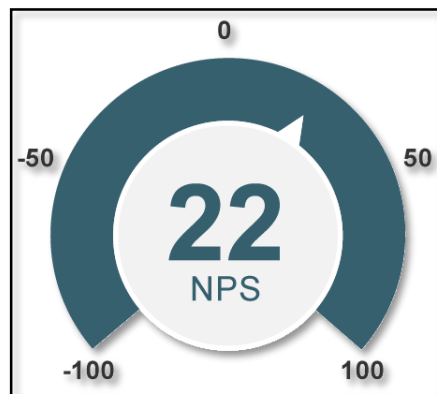
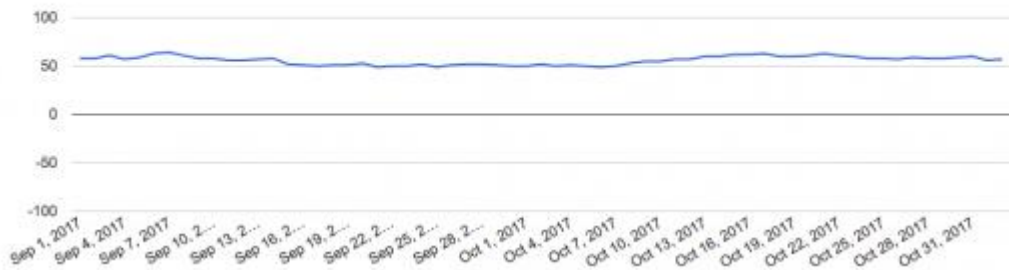
how do I visualize the data?



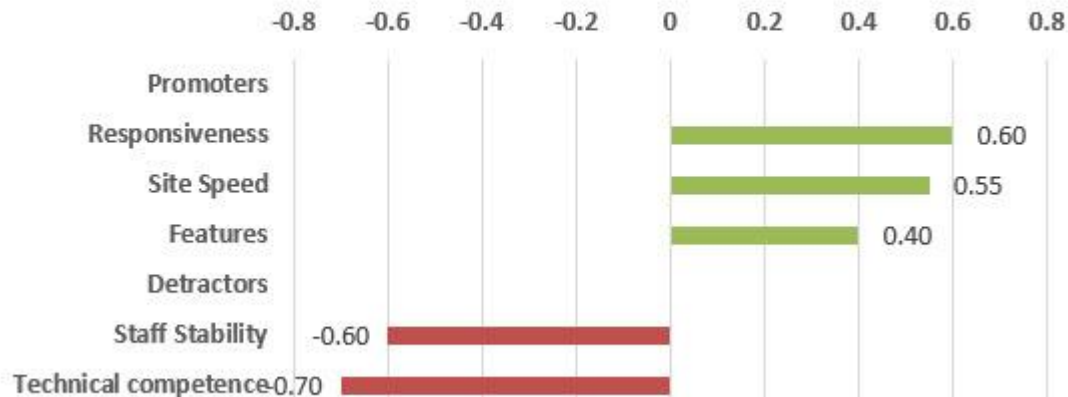
NPS Score



NPS Score

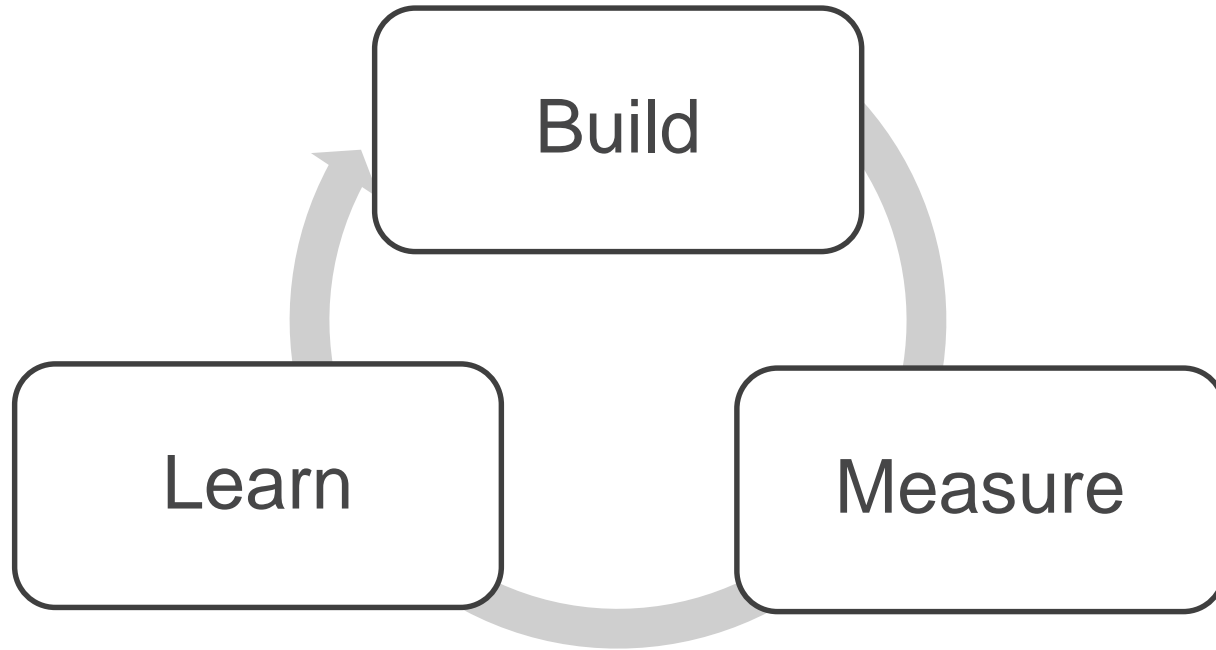


NPS Driver Importance

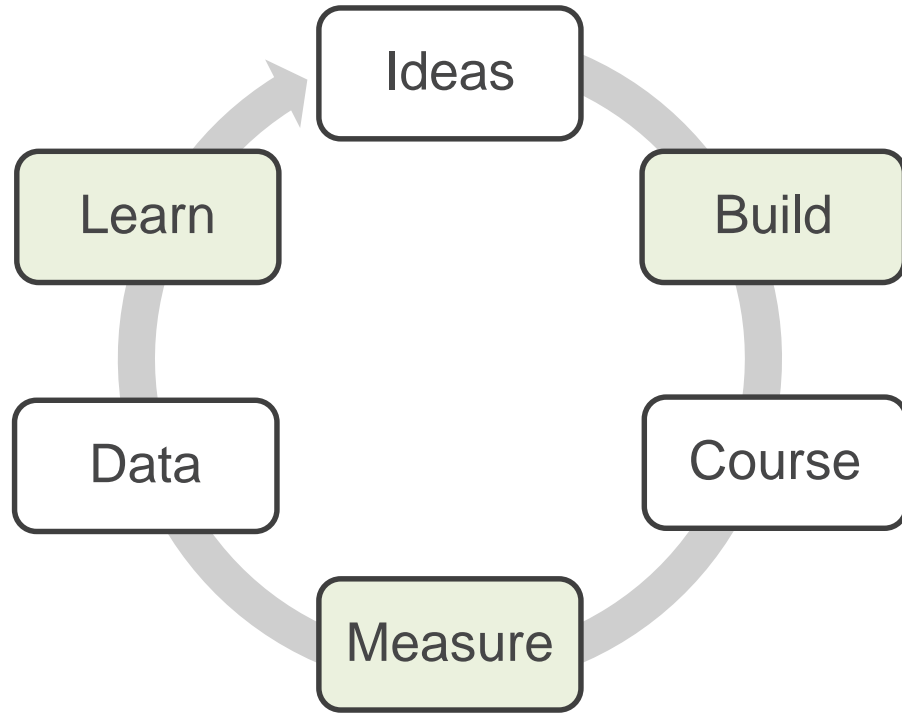


the process

lean startup methodology - the feedback loop



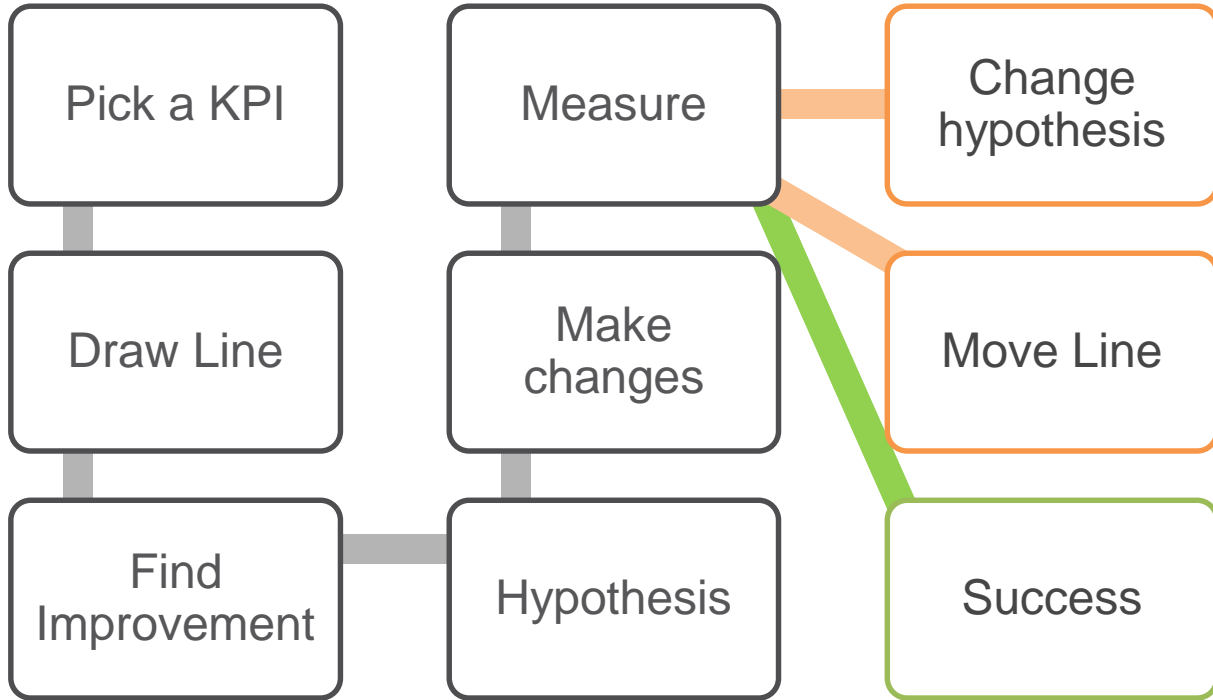
lean learning analytics



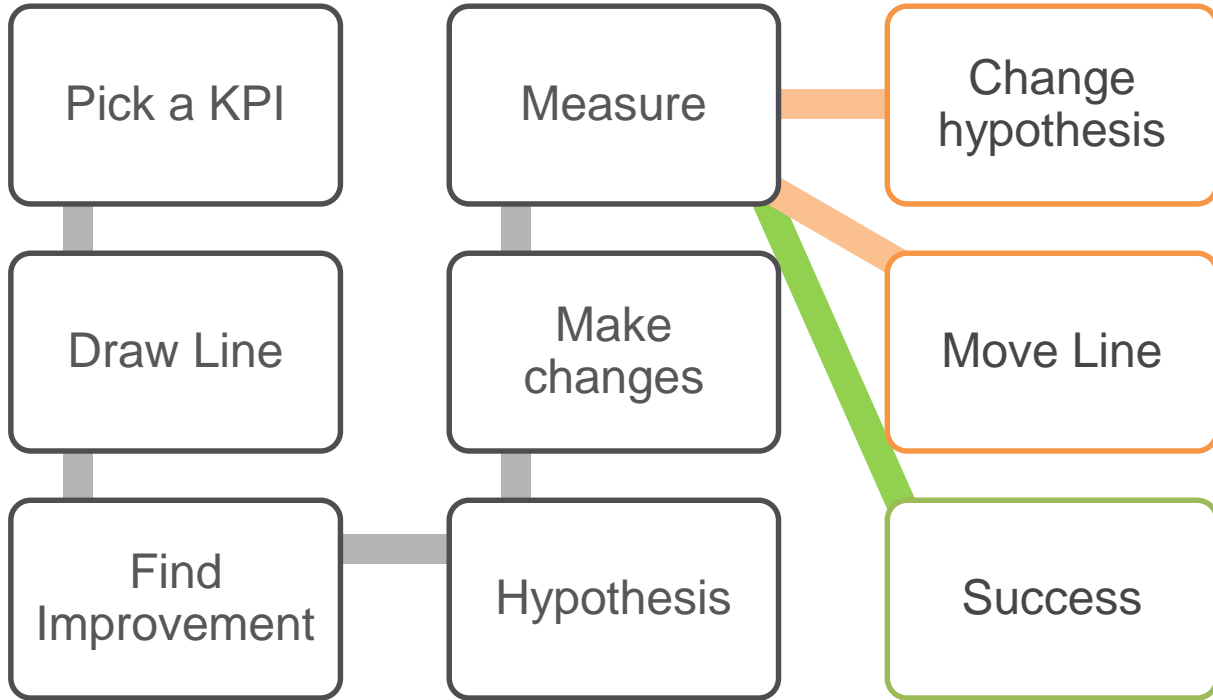
- Develop hypothesis (**ideas**)
- **Build** (or update) courses
- Release (**course**)
- **Measure** (collect) results
- Analyze **data**
- **Learn** and make evidence-based decisions ; iterate



lean learning analytics process



lean learning analytics process



For example...

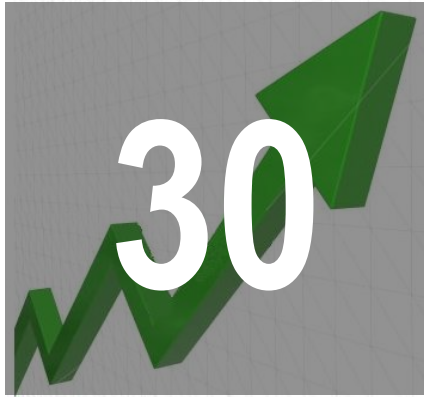
- NPS
- Raise 3 pts
- Topic #3 was confusing
- Improved Topic #3 will increase NPS
- Improve Topic #3
- Export 30 days of data and analyze data
- Learn and make evidence-based decisions ; iterate



be patient

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Journey toward growing a net promoter score



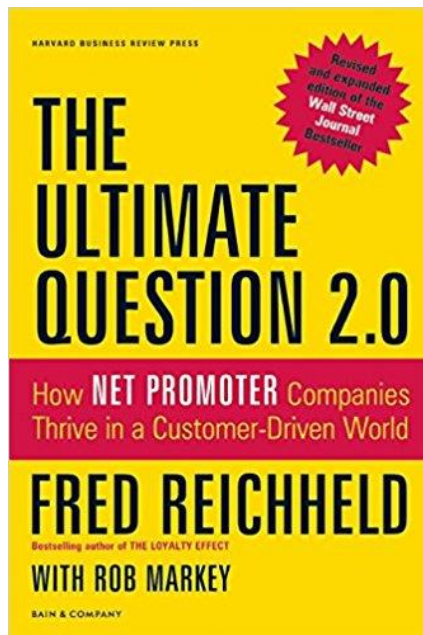
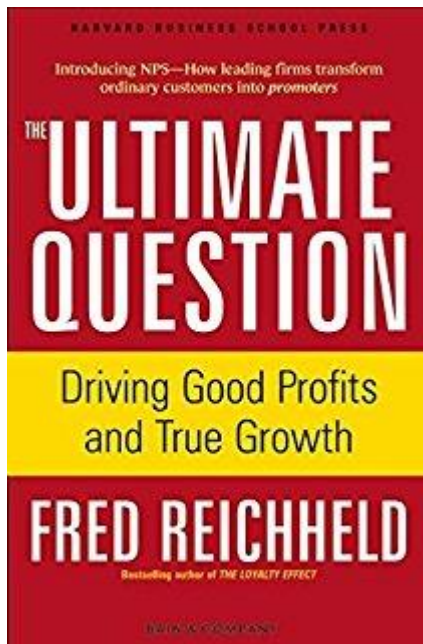
1. Reluctant organization
Building Awareness

2. Data with Volunteers
Knowing the Score

3. Targeted
Moving the Needle

4. Empowered
Making it Personal

for more information



to recap

- Keep it simple
- Two questions, one to measure and one to action
- Continuously measure, continuously improve
- Be patient



final word

the nps detractors

- The 11-point scale creates too much ambiguity between similar numbers (i.e. 2 or 3, 6 or 7)
- The spread in the score between 6 or 7 or 8 or 9 is too great
- Best research questions are about past behavior, not future behavior
- Easy to game the system
- There is not one number to measure the experience



about lambda solutions

Lambda Solutions is a full service agency focused on reducing the cost of your training. Lambda offers open source learning management systems - Totara & Moodle. By managing your system in the most powerful and secure cloud hosting environment, Lambda reduces your IT operating costs by more than 40% and with expertise from over 600 implementations, our HelpDesk ensures efficient setup so your time to use is within weeks not months. Perform Learning Analytics to prove the impact and ROI of your training with award winning Zoola Analytics, a reporting and analytics solution for Totara, Moodle & xAPI conformant systems.



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visit → **www.zoola.io**



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TOLL FREE

+1.877.700.1118

EMAIL

sales@zoola.io

WWW

zoola.io



any questions



Thank you



Stewart Rogers, VP, Products
Stewart.Rogers@lambdasolutions.net

