The Net Promoter Score (NPS) was designed to measure how likely a brand is to be ‘recommended’. I can make that score more meaningful.

**Tool Description:** Typically you have to ask consumers the direct question, “would you recommend this service”? A cheaper, more powerful option would be to monitor what people are saying in social networks and calculate the score in various ways. My Social Net Promoter Score tool will use a feed of social media mentions (six networks) in order to derive two things: 1) brand sentiment, 2) volume of promoter mentions vs. volume of detractor mentions.

To achieve this I developed two balanced sets of (promoting and detracting) terms to track—136 terms, total. I also inserted a few brands just to capture overall sentiment, regardless of the presence of a promoter or detractor term.

I am using Adobe SocialAnalytics to monitor and analyze these terms.

Some NPS ‘High Performers’—with score:

- **Harley Davidson** 81
- **Amazon** 73
- **Target** 59
- **Southwest** 51
- **American Express** 50
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To highlight my Social NPS tool, I will choose two brands:
LA Fitness and Lifetime Fitness (aka Life Time Fitness)

Step 1: Construct terms corresponding with Promotion and Detraction. Enter them into SocialAnalytics and capture those containing LA Fitness and Life Time (Lifetime) Fitness.

Step 2: Record the number of Promotion-related and Detraction-related terms. Calculate the differences between and percentages of overall total mentions.

Step 3: Validate findings by viewing each ‘verbatim’. Brand representatives may want to engage with each author: Thank promoters; Mollify detractors.

Results: next page
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Results:
Data analyzed from April 15–22, 2012. “Lifetime” and “Life Time” results were combined. Six social channels monitored, including blogs, Facebook, Twitter, and YouTube.

<table>
<thead>
<tr>
<th>Total Mentions</th>
<th>17,220</th>
<th>3,864</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent of all Mentions either a Promotion or Detraction</td>
<td>3.3%</td>
<td>2.7%</td>
</tr>
<tr>
<td>Total Promotions</td>
<td>437</td>
<td>104</td>
</tr>
<tr>
<td>Total Detractions</td>
<td>131</td>
<td>2</td>
</tr>
<tr>
<td>Final Ratio (P:D) (cannot calculate NPS since there is no true denominator)</td>
<td>3.3 to 1</td>
<td>52 to 1</td>
</tr>
</tbody>
</table>

Insights:
• There tend to be more Promoting mentions than Detracting mentions.
• People are six to nine times as likely to describe an experience or service as they are to prescribe what one should do.
• Overall sentiment and much more volume can be generated with my tool, however, I still recommend interviews for in-depth brand understanding.