

Net Promoter Score (NPS) Report



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Net Promoter Score (NPS) Defined:

The Net Promoter Score measures overall customer satisfaction based upon the single question – “How likely are you to recommend the company to a friend, 10 being very likely, 1 being not at all likely”. Customers who respond with a rating of nine or ten are considered “Promoters;” a rating of seven or eight are considered “Passives;” and a rating of 6 or less are considered “Detractors.” NPS is calculated by subtracting the percentage of “Detractors” from the percentage of “Promoters.”

Customer Survey Results

Your NPS Calculation Breakdown

| | Promoters | | Passives | | Detractors | | | | | |
|-----------------|------------|----|----------|----|------------|----|----|----|----|----|
| Scale | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| Responses | 8 | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| NPS Calculation | 73% | 9% | 18% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| | 82% | | | | 0% | | | | | |

Total Responses: 11

NPS: 82%

