

The employee NPS® is a measure of how much they would advocate for the organisation. It is calculated as below:

1. Add the NPS Promoters (the % who rate their likelihood to recommend the organisation at a 9 or 10)
2. Minus the NPS Detractors (the % who rate it at a 0 to 6)
3. Convert the result to a number between +100 and -100 (by removing the % sign)

Over the past 5 years, BPA has asked 70,000 respondents to describe the reasons why they rated the NPS question the way they did. Their answers were provided in open-ended narrative text and we coded them into a broad range of reasons.

These are the top 5 drivers for NPS Promoters and NPS Detractors from this research.

[See image for NPS trademark attribution]

