

Net Promoter Score feedback survey: Guidance and template

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What is Net Promoter Score? How can we use it?

Check out this [overview presentation](#), and google Net Promoter Score for more information.

How to build your own

1. Stamp out a copy of the survey template

The Innovation Office created an NPS [survey template](#) you can duplicate and use. To do so, you'll need to make a copy of the form at the link above (please don't edit the template directly), and give it a new name for your project/engagement.

[How to make a copy of a google form](#)

2. Customize the survey fields for your project

Time to wordsmith the title and questions for your project/engagement.

The survey template has three questions:

- a numerical evaluation question (scale of 0-10)
- an open-ended feedback question
- a space for the respondent to provide their organization.

If you want to be able to compare feedback over time, you have to keep the questions at least somewhat consistent over time. Tweak these questions and add other questions, but don't remove any of these questions.

Guidance on customizing the form:

Title and description

[title - customize for your audience]

Thank you for working with us. Help us up our game by giving us feedback on your experience with the Innovation Office.

This is the title the respondent will see when they link to the form. Title it something that the respondent will recognize. Ex: *“Feedback on Jan 17th strategy workshop”*. Not something generic, ex: *“Feedback survey”*

Evaluation question

Based on [EVENT/DELIVERABLE], how likely would you be to recommend working with the Innovation Office to others? *

0 1 2 3 4 5 6 7 8 9 10

not at all likely extremely likely

If you're gathering feedback on a deliverable or project retrospectively, ask the respondents to rate how much they would recommend working with the team. Ex: *“Based on the Dec. 15th research share-out, how likely would you be to recommend working with the Innovation Office to others?”*

If you're gathering feedback on an event or workshop, ask respondents how much they would recommend that event/workshop to someone else. Ex: *“Based on the session you attended on creative problem solving preferences, how likely would you be to recommend working with the Innovation Office to others?”*

Open-ended feedback question

What feedback do you want to give us? (For example, what worked, what could have been better, what else did you observe?)

Long answer text

Feel free to separate this into different questions for positive feedback (what worked) and constructive (what could've been better) feedback.

Organization

Your organization (optional)

Short answer text
.....

Feel free to tweak this based on your event/deliverable. If all participants were City employees, ask for their department.

3. Create a response sheet to capture responses to the survey

Google forms drop responses into Google sheets. You can create a new sheet to log responses, or tell Google to drop the responses into an existing sheet you have. [More information on how to capture responses in google sheets](#)

4. Send it

Time to blast it out.

1. **Determine who to send it to.** Who to survey may differ from engagement to engagement. The project/engagement lead should send the survey to anyone we worked with on or around a given milestone (workshop, deliverable, release, etc.) that might have feedback for us. Err on the side of surveying more people.
2. Click the big **SEND** button.



3. **Decide how you want to send it.** You can send the form through Google Forms or copy a link to insert into your own email. Either way is fine--do whatever makes sense for your project. [More information on how to send Google Forms to people](#)

Some boilerplate language to use when you send it:

Dear _____,

[REFERENCE THE TRIGGER EVENT]

“Thank you for attending XYZ workshop...”
“Reflecting on the workshop we just hosted...”

Please give us feedback via this 5-minute survey by [DATE]:

[LINK]

Your feedback helps us continuously learn and up our game.

Regards,

[NAME]

Monitor the responses, and send a reminder if you see the need to.

5. Synthesize feedback and share

Comb through the responses. Note the trends. Share with your team.

6. Close the feedback loop

Show your clients/participants how you're using the feedback they provided. Suggestions:

- Publish your insights
- Email clients/participants with your takeaways and any decisions or actions you'll take as a result

Questions? Suggestions to improve this template?

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