



Finfo™

An introduction to

Employee Net Promoter Score (eNPS)

A scoring system attained through short, frequent pulse surveys designed to help employers measure employee satisfaction and loyalty within their organisation.

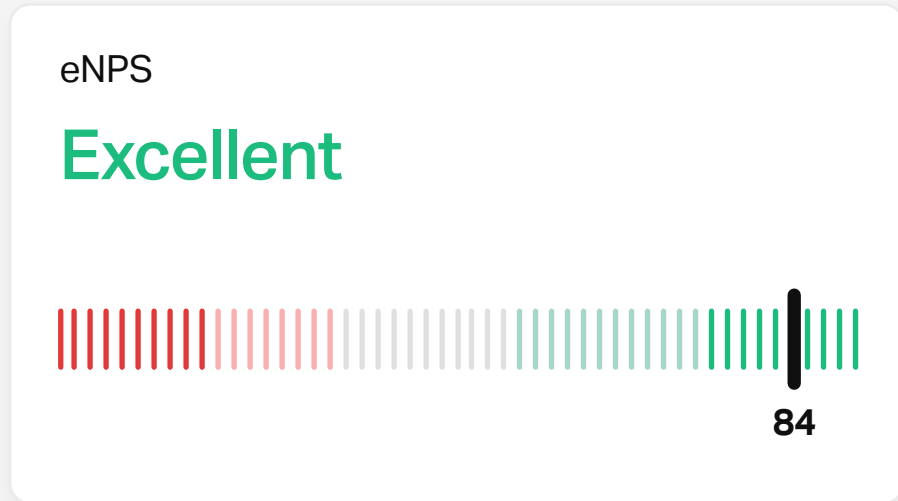




Introduction

What is eNPS?

eNPS) is a straightforward metric that measures **how likely employees are to recommend your company as a place to work**. It offers a clear snapshot of their engagement, commitment, loyalty, and overall satisfaction in the workplace.



Your score can provide valuable insights into a long-standing question: **How can you determine if your employees are truly engaged at work?** A Gallup poll found that a better engaged workforce can lead to significant improvements, such as:

81%

drop in absenteeism

10%

boost in employee loyalty

18% - 43%

reduction in turnover rates



Introduction

How it works

With the eNPS, organisations can gauge employee loyalty and satisfaction using a straightforward metric. The assessment involves a single question:

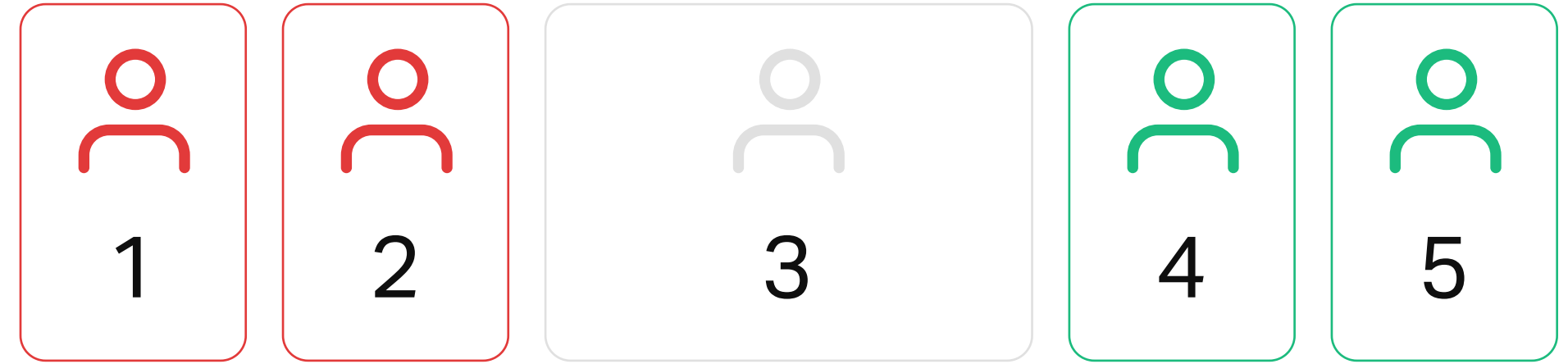
On a scale from 1 - 5, "In the past month, I would say [Name of Organisation] is a great place to work?"

By calculating the percentage of promoters and detractors, excluding passive voters, an overall eNPS is derived. This score ranges from -100 to 100, providing valuable insights into employee sentiment and loyalty over time.

01

Categorisation

There are a number of official ways to categorise results. For us at Finfo this method yields the best results.



Detractors

Typically unhappy employees

Passives

Promoters

Typically happy, loyal employees

02

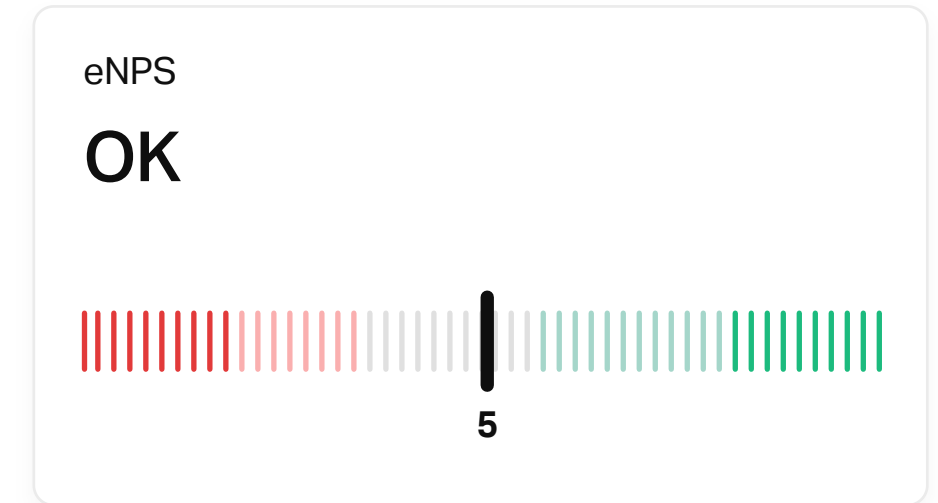
Calculation

Using example results

■	Detractors	40%
■	Passives	15%
■	Promoters	45%

$$\text{Promoters (\%)} - \text{Detractors (\%)} = \text{eNPS}$$

45 **- 40** **= 5**





Introduction

Benchmarking

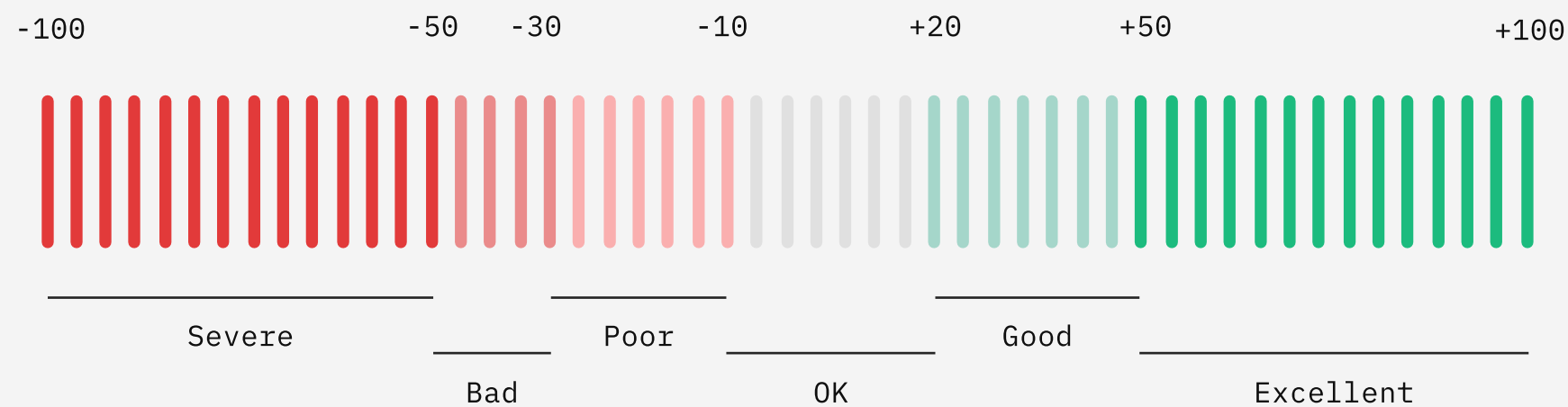
Average scores can vary greatly depending on the industry, for example:

Telecoms	27
Manufacturing	13
IT	26
Healthcare	-6.5

We take this into account when evaluating the grade given to a specific result. The grades are simple everyday terms such as Poor, Good, OK, and so on, that give the viewer an immediate indicator of how they are performing.

This is, of course, then tracked over time to reveal trends in the data.

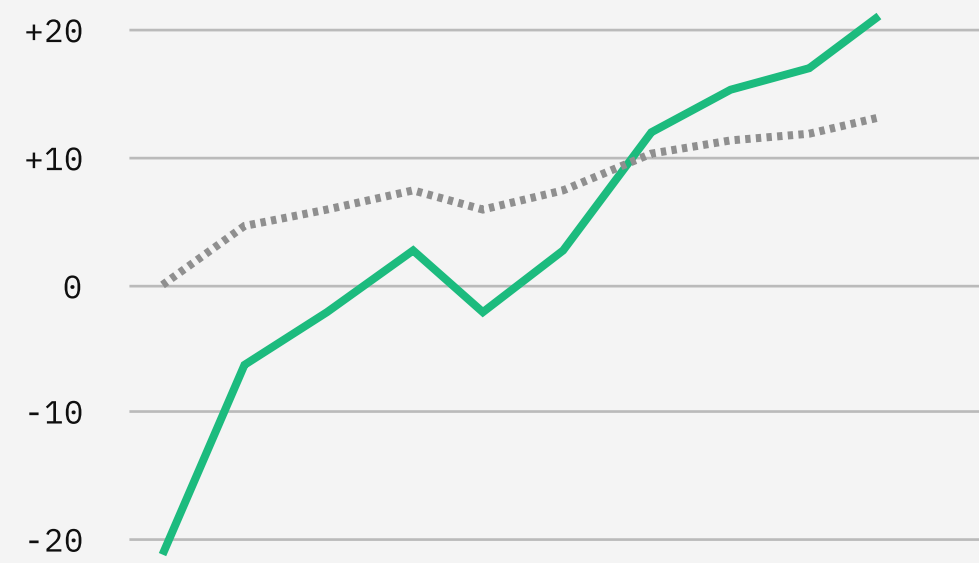
Grading



Tracking over time

eNPS over time vs company average

- Company average
- Your eNPS





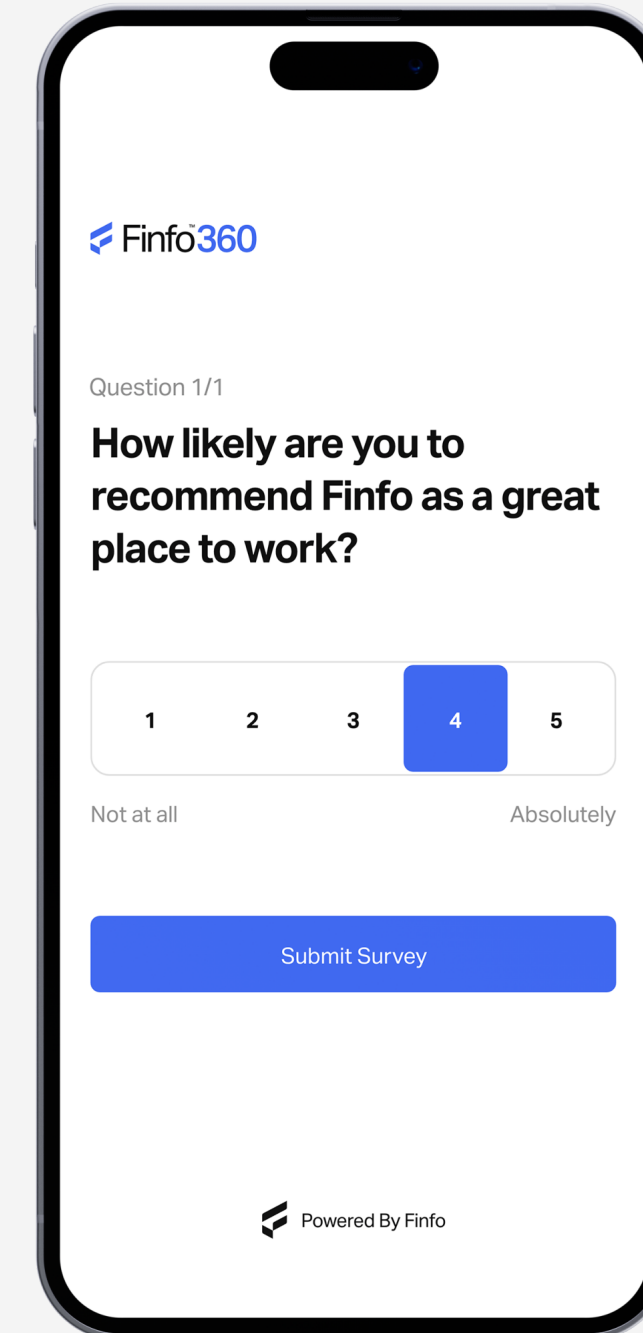
Technology

How we gather feedback

We employ pulse surveys via our cloud-based, automated platform to quickly gather the data needed for calculating eNPS.

The surveys are distributed through channels such as email, capturing real-time employee feedback. Our analytics tools process the data instantly, identifying trends and sentiment to provide dynamic insights into employee engagement.

This method enables organisations to track and respond to changes in workforce morale efficiently, helping guide timely improvements.

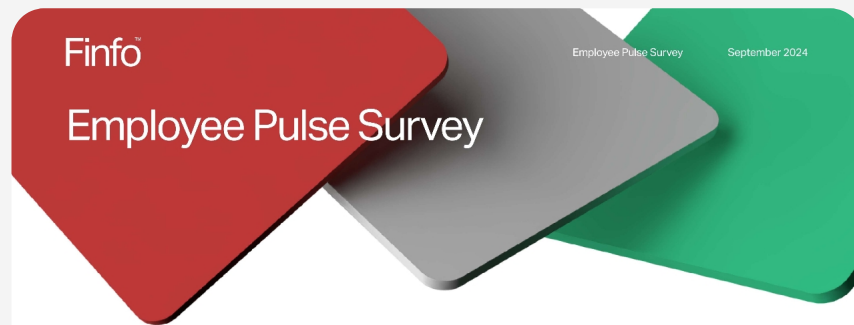




Technology

Our reporting is delivered with all the KPIs and trends available to keep you in the loop and show the progress you're making on your eNPS journey.

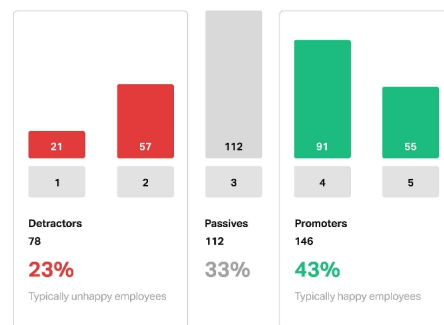
Keeping you informed



Overview

This survey received a **74% participation rate**, with an overall eNPS of **20**.

Answers Received
Distribution of responses from employees



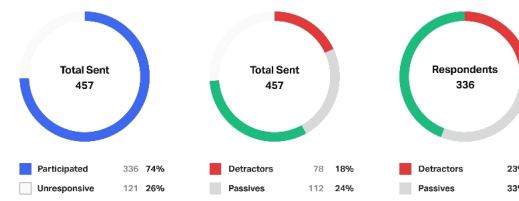
eNPS
% of Promoters - % of Detractors = eNPS
43 - 23 =



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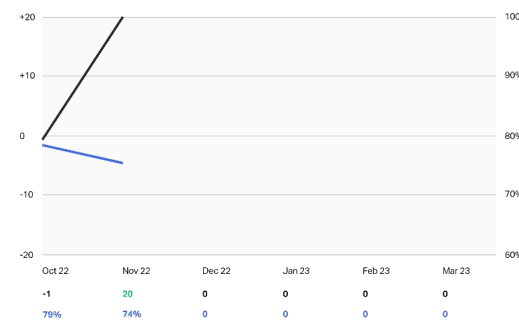
Activity

Participation & response data when viewed as a percentage of all requests sent and as a portion of actual respondents.

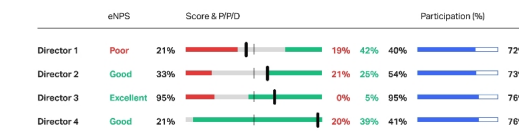


Trend Over Time

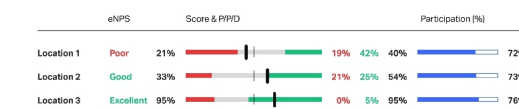
This trend graph will become more relevant after further accumulation of survey data.



By Director

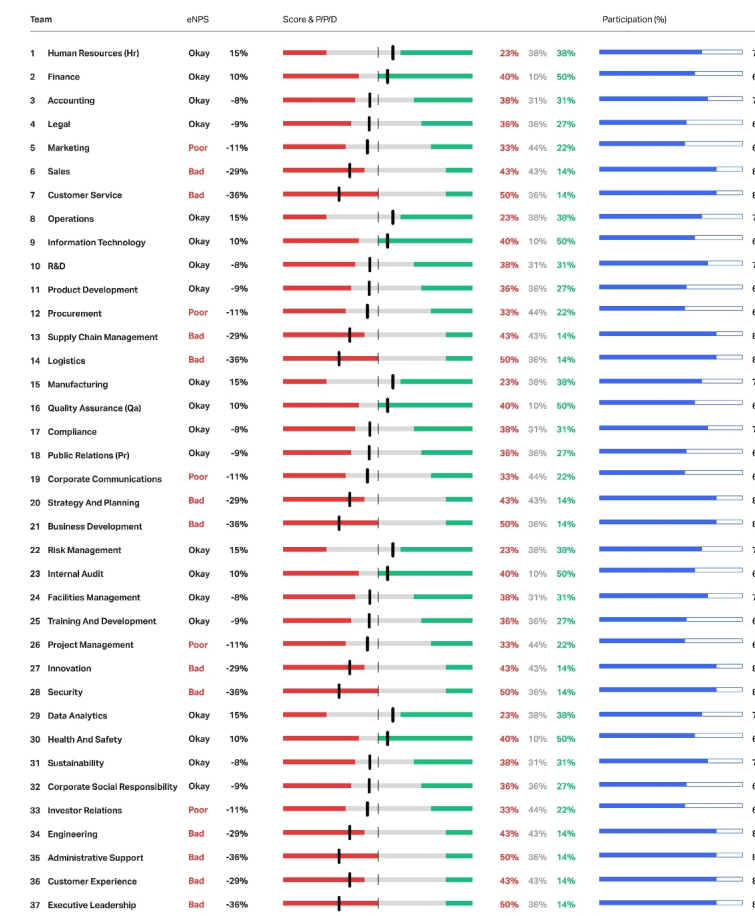


By Location



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Individual Scores By Team



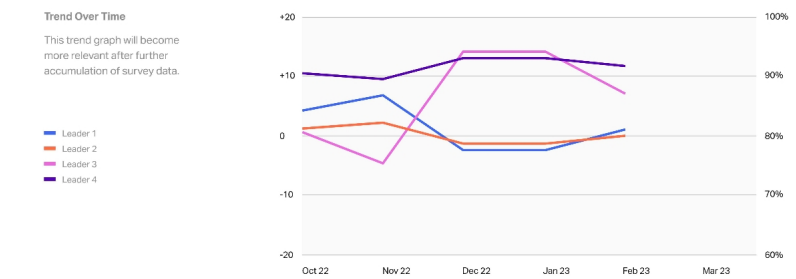
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Individual Scores By Leader



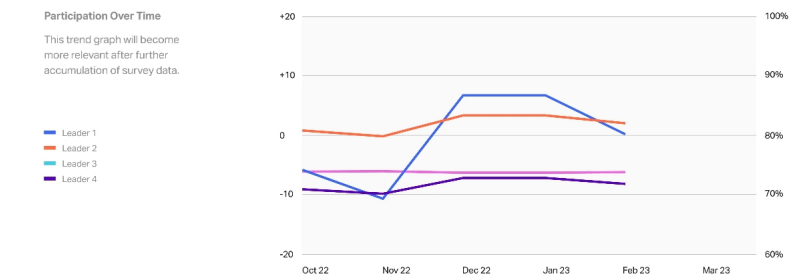
Trend Over Time

This trend graph will become more relevant after further accumulation of survey data.



Participation Over Time

This trend graph will become more relevant after further accumulation of survey data.





Things to remember

Limitations of eNPS



It's Just A Metric

eNPS only offers a snapshot of how your employees feel; it doesn't provide a path for improving engagement. To truly benefit from eNPS, you must be proactive in addressing any identified issues.



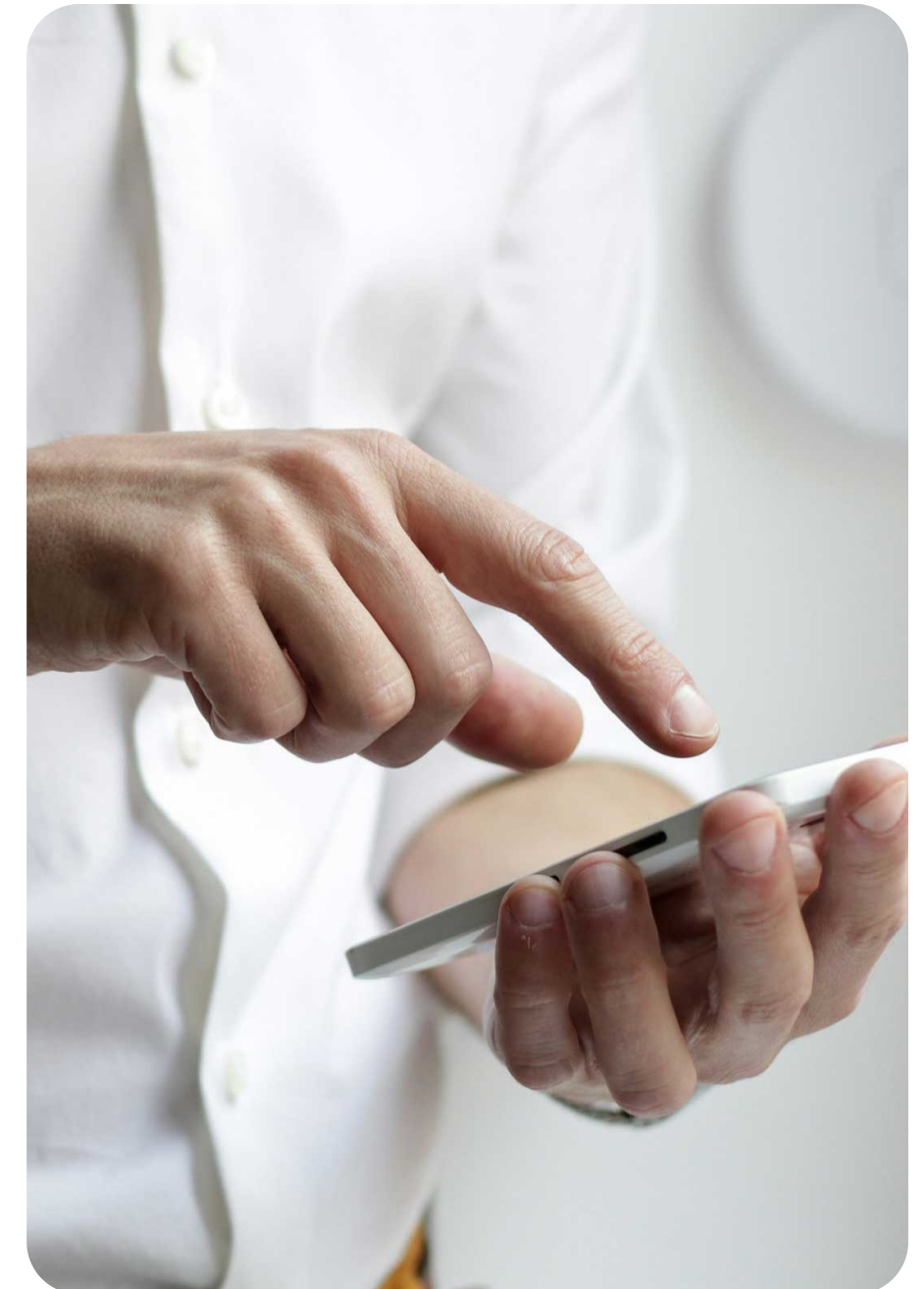
It Doesn't Tell You Why

eNPS doesn't explain why employees rate your organisation the way they do. To gain deeper understanding, you may need to pair eNPS with more detailed, qualitative surveys conducted at various times throughout the year.



It Doesn't Tell You Everything

For instance, employees might feel satisfied but not enthusiastic, falling into the 'passive' category. A low eNPS isn't necessarily a sign of failure, but rather an indication that further analysis is needed to uncover the underlying reasons.





Case Study

Transforming Employee Engagement at McCarthy Stone From Annual Snapshots to Continuous Insight

McCarthy Stone
Retirement living your way

Headquarters
Bournemouth, UK

Founded
1977

Industry
Real Estate

Employees
2,800

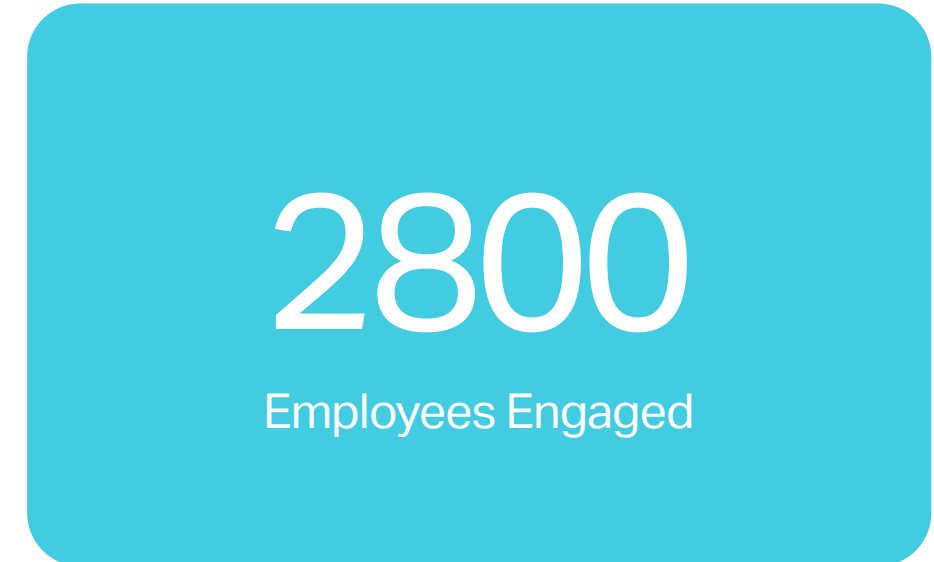
McCarthy Stone is the UK's leading developer and manager of retirement communities, with a substantial portfolio of over 530 developments across England, Scotland, and Wales. Serving more than 22,500 homeowners and renters, the company is dedicated to providing high-quality, independent living options for older adults, complete with tailored support services to meet their evolving needs.

Challenge

In the face of fierce talent competition McCarthy Stone's leadership recognised a need to capture employee sentiment more frequently to better understand satisfaction, team performance, and management quality across regions.

Outcome

The implementation of monthly eNPS pulse surveys led to a significant cultural shift within McCarthy Stone. eNPS scores rose by 49 points in 2 years, demonstrating a marked improvement in employee satisfaction across the organisation.





Case Study

How FGP Group capture real-time employee feedback using eNPS Pulse Surveys



Headquarters
Weymouth, UK

Founded
1970

Industry
Engineering

Employees
51-200

FGP Group is a UK-based engineering and manufacturing company, specialising in precision components for the aerospace, defence, and energy sectors. Known for their advanced technical expertise, they deliver high-quality solutions to meet stringent industry requirements. FGP Group is committed to innovation and excellence in all their projects.

Challenge

We worked successfully with FGP Group to provide valuable insights into their employee engagement using eNPS (Employee Net Promoter Score). Leveraging Finfo's pulse survey technology.

Outcome

We enabled FGP to capture real-time employee feedback, offering a clear view of workforce sentiment. Our automated platform tracked engagement trends over time, while advanced analytics helped uncover key factors affecting their eNPS. This partnership allowed FGP Group to identify areas for improvement and implement strategies to boost employee satisfaction and engagement.





Additional Reading

Making the most of your eNPS data



Strategies to Enhance Your eNPS

Improving your teams eNPS involves the conversion of as many employees as possible into promoters. By attentively listening and responding to everyone's feedback, you can initiate positive change and earn their loyalty.

Engaging Your Staff

Improving your eNPS score entails actively increasing the happiness of dissatisfied employees, which benefits everyone involved. It is imperative that everyone comprehends this and supports the initiative. Building engagement for the program requires effort, such as generating interest, preparing employees, sending out informative emails, communicating results and proposed action plans, and sharing case studies to inspire excitement. Encouraging managers to generate enthusiasm within their teams and drumming up interest and momentum through various means will contribute to the success of the program.

The Importance of People

Amidst concerns about outperforming other companies, it is crucial not to overlook what truly matters - enhancing the employee experience to foster engagement, happiness, and productivity. Even if you currently surpass industry standards, continuous innovation of processes and services is vital to maintain a competitive edge and create an enticing work environment.

Benefits of Achieving Employee Loyalty

The attainment of employee loyalty brings forth a multitude of advantages. It cultivates a culture of engagement, productivity, and trust within your organisation. Additionally, it enhances retention rates and enables you to attract a larger talent pool during recruitment.



Additional Reading

Making the most of your eNPS data

Responding to All Feedback

To garner support for the program, it is essential to respond to the feedback provided by your employees. They invest their time in filling out surveys, and reciprocating by acknowledging their feedback and implementing action plans is crucial. Responding to both positive and negative feedback is essential. Express gratitude to participants, inform them that strategies will be devised to build on successes and address concerns, and emphasise their central role in the business's success. This approach will increase response rates, boost loyalty, and improve your scores.

Transparency and Honesty

Employees are often perceptive and can discern problems within the organisation. They may lose respect if issues are sugar-coated or ignored entirely. Thus, it is vital to maintain openness and honesty in your communications. Demonstrating transparency will earn the respect and engagement of your employees and business partners. Acknowledge any mistakes or challenges the business is facing and highlight the action plans and initiatives being undertaken to overcome setbacks.

Engaging with Detractors:

To improve your eNPS, it is crucial to engage with detractors and address their concerns. While criticism may be difficult to hear, it is essential for business improvement. Even if you do not agree with all the feedback, accepting their perspective, creating action plans, and effectively communicating your plans to everyone involved is paramount. It is important to note that most people do not complain without reason. Adopt an open-minded approach and view feedback as a valuable learning experience that can lead to increased employee happiness and their transformation into promoters.

Attending to Promoters:

While it may be tempting to focus solely on converting detractors, it is crucial not to overlook your promoters. Promoters can provide valuable insights, and failing to act upon and respond to their feedback may result in their loss of loyalty. Engage with them, inquire about ways to further improve the working environment, and seek their suggestions for alternative approaches. Inclusivity of all employees is vital for the success of your initiative.



Additional Reading

Making the most of your eNPS data

Continuously Monitor and Enhance Your Score

Maintaining an ongoing tracking system for your eNPS score and consistently making improvements and adaptations to your strategy is crucial. While you may currently have employees who are engaged and supportive, it's important to remember that loyalty can diminish over time. Employee loyalty can be eroded more rapidly than it can be built, underscoring the need for vigilance.

Leveraging the Power of Comprehensive Metrics

Relying solely on eNPS may not suffice to address all aspects of your business. However, it does play a significant role. To obtain a comprehensive understanding, consider combining eNPS with pulse surveys and other pertinent business metrics. This integration allows you to gather actionable data on employee experience and integrate it with other key metrics, providing a holistic view of your organisation. By leveraging multiple metrics, you can obtain valuable insights and make informed decisions to drive positive change.





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The Finfo team are available to answer any queries you may have.

Please contact the support team via email at anthony@finfo.io