

Net Promoter Score (NPS)

1. NPS – what is it?

NPS is an acronym for the Net Promoter Score. In our survey, this indicator is based on the question:

How likely is it that you would recommend ALD Automotive services to someone else?

2. NPS – what is the response scale?

The scale of responses to the basic question is **from 0 to 10**, where:

- **Answer 0-6 – Critics** – **dissatisfied people**
- **Answer 7-8 – Neutral (Passive)** – satisfied but unspecified in relation to the company's recommendation
- **Answer 9-10 – Promoters** – people who **evaluate the cooperation positively and are willing to recommend it**

3. NPS indicator – how is it calculated?

The NPS indicator itself is the result of a simple mathematical operation: we subtract % of Critics from % of Promoters.

