

About the Net Promoter Score:

The Net Promoter Score (NPS) is another important customer satisfaction indicator, based on research reported in the *Harvard Business Review*. This extensively-researched system is widely recognized, and the NPS score provides a strong correlation between a company's growth rate and the percentage of its customers who are promoters– that is, those who say they are extremely likely to recommend the company. The NPS is calculated by taking the percentage of promoters (scores of 9 & 10) and subtracting the percentage of detractors (scores of 1 – 6). The “passively satisfied” (scores of 7 & 8) are not included in the calculation. The NPS for Midwest Sign & Screen Printing is 71.1 indicating a high level of customer loyalty and a high probability of growth over the next three years.

NPS scores can range from -100 (dreadful) to +100 (perfect). SPG maintains a database of similar (business-to-business) companies, showing an average NPS of 32.5. Midwest rates extremely well with a score of 71.1.

