

NPS Test Practice Test Questions and Answers

1. What does Net Promoter Score (NPS) primarily measure?

- A) Employee satisfaction
- B) Customer loyalty and likelihood to recommend
- C) Financial performance
- D) Product quality

2. What score range indicates a customer is a "Promoter" in NPS methodology?

- A) 0-6
- B) 7-8
- C) 9-10
- D) 8-10

3. How is the Net Promoter Score calculated?

- A) Average of all scores
- B) Percentage of Promoters minus Percentage of Detractors
- C) Total positive responses divided by total responses
- D) Median score of all responses

4. What is considered a "good" Net Promoter Score for most industries?

- A) Any positive score above 0
- B) Above 50
- C) Above 70
- D) Above 30

Answers: 1-B 2-C 3-B 4-B

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