



## What is Net Promoter Score (NPS)?

Net Promoter Score is an index ranging from -100 to 100 that measures the willingness of customers to recommend a company's products or services to others.



## Why is a good NPS important?

NPS measures the loyalty of customers to a company. NPS is one of the most common customer experience metrics used by companies around the world.

## Prosper vs. The Industry

Our NPS indicates we have earned more promoters than detractors. This shows we have more satisfied customers who refer us to others. Our score is a testament to the positive experience customers have on their journey with us and shows they continue to spread the word about Prosper Insurance with their friends and colleagues.

Home Insurance  
Industry Avg Score:

38

## Our Score

85

NPS Meaning: 0 – 49 = Good, 50 – 69 = Excellent, 70+ = World Class

## How do you calculate NPS?

Customers are surveyed on a single question, using a 0-10 scale: How likely is it that you would recommend this company's product or service to a friend or colleague? Based on the response, the customer is put into one of three categories: Detractors, Passives and Promoters.

$\% \text{ of Promoters} - \% \text{ of Detractors} = \text{NPS}$



Detractors  
0-6



Passives  
7-8



Promoters  
9-10