TeamEQ is a tool that gives voice to the employees to help the company to take the best decisions with their opinions.

Besides measuring the variables of the TeamBeat, TeamEQ allows the company to obtain on a quarterly basis a KPI that has gained a lot of notoriety in the last years: the Net Promoter Score (NPS). Basically, the NPS measures if a consumer is willing to recommend the product or service that a company is selling. Nevertheless, the TeamBeat is not measuring the opinions of the costumer but the employees, so all the team members registered in TeamEQ will be allowed to vote their level of eNPS (employee Net Promoter Score).

In this Guide, we will explain what is the eNPS, how is it measured, why is one of the most important KPI’s for a company and we will give some tips to help to improve the eNPS in a company.

What is the eNPS?

The Net Promoter Score (NPS) is a KPI that has gained much notoriety in the last years thanks, specially, to the all the technological advances; today it’s easy to send a massive e-mail to all the customers of a company or ask to a user to score an app from his/her own smartphone.

In the same way, the employee Net Promoter Score (eNPS) is one of the best KPI’s to measure the level of loyalty that an employee feels for his/her team and the company they are working for.

Measuring the satisfaction of an employee is a metri like no other. It’s not an indicator related to economical benefits, productivity or any other traditional mathematic concept. The satisfaction of an employee measures emotions, and the eNPS convert these emotions that the worker feels for his/her company into analyzable data. That’s why it has become the golden indicator to measure the level of loyalty that the employees are feeling.
How is the eNPS measured?

To measure the eNPS there’s a simple formula that makes the employee thinks about many factors (satisfaction with the culture of the company, work environment, relation with supervisors and colleges, possibilities for professional growth...). The employee has to answer this question:

*In a scale from 1 to 10, how likely would you recommend your company as a place to work to a family member or a friend?*

Besides, considering that TeamEQ works from the team’s perspective, we have add another question to the TeamBeat, related with that factor:

*In a scale from 1 to 10, how likely would you recommend your team as a place to work to a family member or a friend?*

To measure the eNPS the same system as with the NPS is used. The answers are organized in three different groups:

- **Detractors (1-6):** those employees have low motivation and are disconnected from the company. That reduces drastically their performance, and they can become into “toxic” employees, affecting the moral of the rest of the team. If that happens, not only will they not speak well of the company, but perhaps they will look for occasions to express negative opinions about it.

- **Passives (7-8):** those employees are happy and satisfied with the company they are working for. Nevertheless, maybe their commitment is not 100%. The performance of these employees is not poor but is not usually brilliant either. With time, if they see that the problems in the company are not solved effectively, there is a risk for them to become into detractors.

- **Promoters (9-10):** this group of employees is 100% committed with the company, and they can play an ambassador role inside and outside of the business. Their commitment goes often beyond expectations and they increase the productivity and moral of those who are close to them. It’s important to try to have a strong group of promoters inside the company, because they can become themselves into a strong marketing campaign outside of the organization.
The eNPS allows to know in first person the opinion that the employees have for their own company. That will help to reduce the staff turnover, because the higher the eNPS is, the less likely it’s that employees will be willing to leave the organization.

The eNPS has some advantages that we should keep in mind:

1. Is a metric easy to obtain, to measure and to analyze.
2. Is a KPI easy to understand for everybody, so notions of market research or HR are not needed to use eNPS.
3. Is easy to send to employees, because is enough to add a question to an e-mail, and it can be answered from any device (computer, tablet, smartphone...).
4. If it’s measured with some regularity, it’s an indicator that allows to measure the loyalty of the employees to the company and making the right choices if there’s a significative decline of this KPI.

How can we improve our eNPS?

Almost every company is working on creating strategies to improve the perception that the customers have from them, their products and services they are offering, because they know that if the NPS is increasing, at some point the revenues will do it too.
Something similar happens with eNPS: the prouder employees are of belonging to a company, the more they will work to get the company to be successful and they will have a greater determination in getting all the customers to be satisfied with their business.

NPS and eNPS are somehow related to each other, so companies should strive to get both KPI to have positive evolutions in time. That’s why, from TeamEQ we want to provide some advice to achieve this challenge:

1. SHARE RESULTS OF eNPS

At the beginning you can maybe feel uncomfortable with the idea of sharing the eNPS results with the employees, specially if those results have not been good at all (it’s something that can happen). Nevertheless, it can be interpreted as a first step towards the improvement and can help all the employees, specially the Promoters and Passives, to be more implicated in the process.

2. AVOID NEW DETRACTORS

Even if the company is doing so many efforts to improve the job conditions of their employees, there will always be employees that will stay as detractors and it will be not possible to achieve that, at least, they become Passives.

Instead of trying to change the opinion of those “unrecoverable” employees, the strategy can be focused on avoiding the rest of employees, Passives and Promoters, to become into Detractors in the future.

It will be basic to find out the reasons of the Detractors to give a low score to the company, and to try to avoid these conditions to happen again in the future. A good option is to check the results obtained in TeamEQ into the previous weeks before the eNPS question. This way, it will be easier to contextualize what happened and knowing what had more importance for employees at the time of answering the eNPS question.

3. ASK TO EMPLOYEES FOR HELP

The eNPS is a long term KPI, and the score obtained is just the first step. By itself, the eNPS can show the opinion, loyalty and satisfaction of the employees, but it does not show the reasons that took them to give this specific score.

That’s why it’s important to find the way to inquire deeply into employee’s opinion. It’s possible that managers can make decisions that affect to the entire organization to try to improve this score. Nevertheless, every department, area or team can have their own reasons as well to stay as Promoters, Passives or Detractors.

Because of all that, it’s advisable to try to segment the employees to be easier to focus, because probably every team will have different and specifics needs than the rest of areas.
DESIGN ACTION PLANS

The perception of the employees will not improve if the company just take the eNPS information and do nothing with it, no matter the results of the eNPS questions. Like the TeamBeat’s results from TeamEQ, the data without related actions is completely useless.

Because of that, as we already said, the eNPS results are just the beginning. With the complied information, many actions can be taken:

- Organize working groups inside the company formed by employees from different departments to find which factors have been more decisive into the final score of the eNPS. Once this action areas have been defined, the employees should give some specific ideas to apply inside the company.

- Organize a Focus Group with leaders of different teams to share opinions and information. Every leader can go to the meeting with specific data from their team and share it with other leaders to discover if there are common improvement areas in different teams.

- Regularly, share with the entire company the actions taken to improve the eNPS, and measure in the future surveys to see the real impact of these actions.

In summary...

The eNPS is an indicator that allows companies to measure how employees are willing to recommend the company they are working for as a place to work to family and friends. The result allows to have some visibility about loyalty, satisfaction and engagement that the employees are feeling for the company.

The eNPS is measured through a simple question (“In a scale from 1 to 10, how likely would you recommend your company as a place to work to a family member or a friend?”) and the answers are segmented in three different groups: Promoters, Passives and Detractors. The eNPS is measured by subtracting the percentage of Detractors to the percentage of Promoters.

Once the results are obtained, it’s fundamental to take specific actions to improve the results in the future eNPS surveys, because this KPI will not improve just because it’s been measured.