

***I Prefer* Member Satisfaction Scores: Net Promoter Score (NPS) and Overall Satisfaction (OSAT)**

I Prefer Member Satisfaction Scores:

I Prefer uses Member Satisfaction scores as its central measure of success, relying on two key questions for evaluation.

How likely are you to recommend (your hotel) to a friend or colleague?

Overall, how satisfied are you with your *I Prefer* Member Experience and benefits offered at (your hotel)?

Satisfied guests/members of *I Prefer* Hotel Rewards are likely to share their positive or negative experiences with family and friends, which can benefit or hurt your reputation, at the same time, positive experiences at your property will lead to loyal guests that will keep returning again and again. Along these lines, they will certainly recommend your hotel to others, increasing revenue and maximizing repeat business.

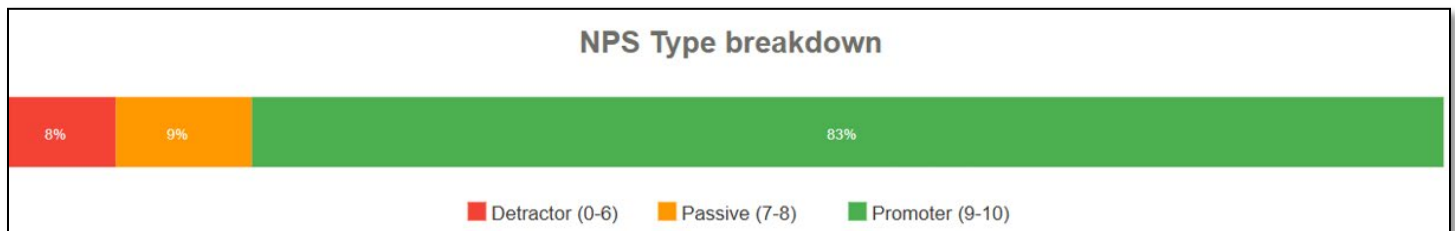
What is NPS (Net Promoter Score)?

When reviewing your survey results, you will find that the first question asked is: *How likely are you to recommend (your hotel) to friends, family, or colleagues?*

Your guests will rate the likelihood to recommend or more widely known as your Net Promoter Score (NPS) on a scale of 0-10, with 10 being the highest score.

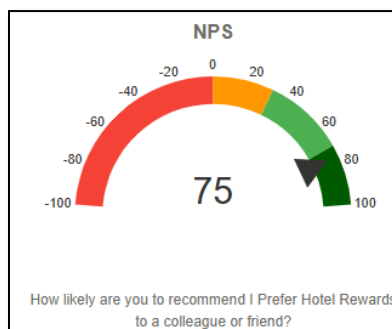
The *I Prefer* NPS benchmark is 53.

To calculate the score, first, take the % that scores your hotel a 9 or 10 (Promoter) and subtract it from the % that scored the hotel a 6 or below (Detractors). This will provide you with the hotel's NPS score. Keep in mind that a score above 0 is considered good. A perfect and exceptional score would be 100.



As provided in the graphic above, **Promoters** are in the green color, **Passives** are in the yellow color and **Detractors** are in the red color.

When you take the **83%** (Promoters) and subtract it from the **8%** (Detractors) you get your Net Promoter Score (NPS) of **75**.



While the Passives in the example provided may not be used to calculate NPS, they play an important role when it comes to improving your NPS. It is much easier to move the needle from a 7 or 8 score (Passive) to a 9 or 10 score (Promoter) than it is to take a 0 through 6 score (Detractor) and turn it into a 9 or 10 score (Promoter).

What is OSAT (Overall Satisfaction)?

I Prefer Members/Guests at your hotel will see the second main question in the survey:

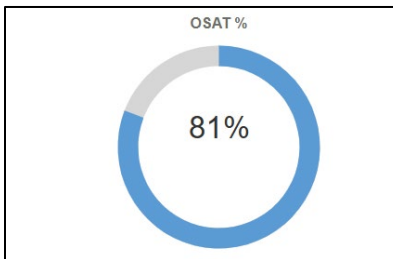
Overall, how satisfied were you with the I Prefer Member experience and benefits offered to you during this stay at (your hotel)?

- Your guests will rate their overall satisfaction (OSAT) on a 0-10 scale [extremely dissatisfied to extremely satisfied].
- **Our *I Prefer* benchmark for OSAT is 70%.**

OSAT is shared as a percentage of the number of responses that score your hotel a 9 or 10 (the green section).



As a rule of thumb, for convenience, you will find your OSAT % directly on your dashboard without the need to do any calculations, as seen here:



For more information on NPS, OSAT, and best practices on Maximizing Member Satisfaction, please view our (25 minute) Maximizing Member Satisfaction Webinar [here](#). Also, there's an excellent course available on the learning platform at training.iprefer.com; you will find this course super beneficial in understanding key metrics and maximizing member satisfaction!

NPS and OSAT benchmarks are subject to change over time due to various factors. We are committed to providing up-to-date stats and will continually update our resources as new industry averages become available.

To review your property surveys and scores, please reach your Loyalty Ambassador or email us at loyalty@iprefer.com.