



NPS SURVEYS PDF GUIDE

NPS Survey and Net Promoter Score Guide

A practical NPS survey guide for Net Promoter Score questions, follow-ups, detractors, customer loyalty, and experience improvement.

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INSIDE THIS GUIDE

- A clear overview of NPS surveys and why it matters for better feedback.
- Survey planning questions shaped around NPS surveys, Net Promoter Score, customer loyalty, survey tools, detractor feedback, and customer experience improvement.
- AI prompt ideas for planning, question writing, response review, and next-step decisions.
- Connected SurveyLegend articles for deeper reading.
- A quick checklist for turning the category into useful questions and decisions.



What this category covers

NPS surveys help you measure customer loyalty by asking how likely people are to recommend your business. These guides cover Net Promoter Score basics, examples, best practices, alternatives, detractors, and ways to turn NPS data into better customer experiences.

USE THIS CATEGORY WHEN YOU WANT TO

- Understand NPS surveys, Net Promoter Score, customer loyalty, survey tools, detractor feedback, and customer experience improvement without jumping between unrelated resources.
- Find practical examples and article paths before building a survey.
- Turn a broad category into clearer questions, audiences, and next steps.

START WITH

Delighted Alternative, AskNicely Alternative, and The Ultimate Guide to Net Promoter Score and NPS Surveys in 2025.

THE FULL ARTICLE SET EMPHASIZES

customer, experience, improve, promoter, score, and know.





Starter survey question ideas

PLANNING QUESTIONS

- What decision should this survey or feedback project support?
- Which audience can give reliable feedback about NPS surveys, Net Promoter Score, customer loyalty, survey tools, detractor feedback, and customer experience improvement?
- What would a useful answer help you improve, compare, or explain?

QUESTION IDEAS

- What matters most to you when thinking about NPS surveys, Net Promoter Score, customer loyalty, survey tools, detractor feedback, and customer experience improvement?
- What has been difficult, unclear, or missing in your experience?
- What should we change first, and why?





AI prompt ideas for NPS surveys

Use these with your preferred AI tool to create a first draft, then edit the output for your audience, brand voice, privacy needs, and the real decision your survey should support.

BEFORE YOU USE THEM

- Replace bracketed details with your audience, survey channel, timing, and main decision.
- Ask for plain language, neutral wording, and a useful mix of rating, multiple-choice, and open-ended questions.
- Review every output before publishing so the survey feels human and the answers will be useful.

COPY-READY PROMPT IDEAS

- Create a survey plan for [audience] about NPS surveys. The goal is [decision or learning goal]. Include the best question types, answer scales, and what each question should help us learn.
- Create 12 clear survey questions about NPS surveys, Net Promoter Score, customer loyalty, survey tools, detractor feedback, and customer experience improvement. Include rating, multiple-choice, and open-ended questions, and avoid leading or biased wording.
- Review this draft survey about NPS surveys: [paste survey]. Point out biased wording, missing response options, unclear questions, and privacy risks.
- Summarize these anonymized responses about NPS surveys: [paste responses]. Find recurring themes, useful quotes, unanswered questions, and next actions.
- Create a short action checklist for turning feedback about NPS surveys, Net Promoter Score, customer loyalty, survey tools, detractor feedback, and customer experience improvement into next steps for [team, campaign, product, event, or research project].





From category to action

FIVE-STEP WORKFLOW

- Start with one decision or learning goal, not a loose list of questions.
- Choose the audience segment that can answer from real experience.
- Use closed questions for comparison and open-ended questions for context.
- Group answers by patterns such as needs, objections, behaviors, and priorities.
- Turn the strongest pattern into an improvement, test, message, or follow-up survey.

QUALITY CHECKLIST

- Can someone act on the finding without reading every raw response?
- Do you know which audience group the finding applies to?
- Does the result connect back to the original decision?





SurveyLegend®

Resources

Recommended reading

Use these connected SurveyLegend articles when you want to go deeper into NPS surveys.

Delighted Alternative

The Net Promoter Score (NPS) is a powerful tool for measuring customer satisfaction. Because of its popularity, several companies have begun specializing in this...

AskNicely Alternative

Because of the power and popularity of the Net Promoter Score (NPS), a tool for measuring customer satisfaction, several companies have begun specializing in this...

The Ultimate Guide to Net Promoter Score and NPS Surveys in 2025

"The Customer is King!" While it may not be a new saying, today it's more important than ever. Nowadays, consumers have more options than ever before. That means...

How to Calculate NPS (+ NPS Examples)

How likely are you to recommend us to a friend or colleague? You've certainly seen that question before on a survey. It's a prime example of an NPS question. Toda...

15 NPS Survey Best Practices You Need to Know

NPS surveys let you know where you stand with customers, but they have to be done right. Here are ten NPS survey best practices.

READY TO BUILD YOUR SURVEY?

SurveyLegend helps you create beautiful surveys, forms, and polls, collect responses across devices, and turn feedback into better decisions.

Visit category hub

Create a free survey

