

NPS survey kit: questions, tally sheet and follow-up plan

Everything to run one round of Net Promoter Score by hand or with any form tool.

The questions

1. **How likely are you to recommend [business] to a friend or colleague?** 0 (not at all likely) to 10 (extremely likely). Required.
2. **What is the main reason for your score?** Long answer. Optional.
3. Only for scores 0–6: **What is one thing we could do better?**
4. Optional, shown to everyone: **Would you be happy to leave us a public review?**

Tally sheet

Group	Scores	Count	% of all answers
Promoters	9–10		
Passives	7–8		
Detractors	0–6		
Total			100%

NPS = % promoters _____ minus % detractors _____ = _____ (from -100 to +100)

Example: 40 answers, 22 promoters (55%), 10 passives, 8 detractors (20%). NPS = 55 – 20 = 35.

Follow-up plan

Group	Within a week	Owner
Detractors	Personal call or email; ask what went wrong and what would fix it	
Passives	Read every reason; look for the one missing thing that comes up twice	
Promoters	Thank them; mention referrals if you have a referral offer	
Everyone	If you ask for public reviews, ask all of them, not only promoters	

Round log

Date sent	Answers	NPS	Top reason (good)	Top reason (bad)

The full guide, with the video: fynl.io/blog/nps-survey-template-free/

Free form builder: fynl.io/free-form-builder