fynl.io

FREE WORKSHEET

NPS, CSAT or CES: the chooser

Pick the score that answers your question, with the exact wording and the formula for each.

1. The decision you want to make

We will use the answers to decide: _____

2. Match it

	NPS	CSAT	CES
Answers	Would they recommend us overall?	Were they happy with this experience?	Was it easy to get done?
Question	How likely are you to recommend us to a friend or colleague? (0–10)	How satisfied were you with [the visit]? (1–5)	[Business] made it easy to [task]. (agree–disagree)
Send	A week or two after the job	Right after the interaction	Right after the task
Score	% 9–10 minus % 0–6	% of 4s and 5s	% who agree
Range	-100 to +100	0% to 100%	0% to 100%

3. Work it out

Total answers	
Top answers (9–10, or 4–5, or agree)	
NPS only: answers 0–6	
Score	

4. Before you send

- ☐ Only one of the three scores in this survey
- ☐ One open question: "What's the main reason for your score?"
- ☐ Same wording and timing as last round