

Reference: 1645317

Information Rights
Information.requests@ofcom.org.uk

21 August 2023

Freedom of Information: Right to know request.

Thank you for your request for information about the Net Promoter Score.

We received this request on 16 July 2023 and requested further clarification on 10 August 2023, and have considered it under the Freedom of Information Act 2000.

Your request

You asked: 'I have just come across the following UKRN publication on performance scorecards: https://www.ofcom.org.uk/_data/assets/pdf_file/0031/189229/ukrn-performance-scorecards.pdf and wondered if you may be able to provide information/data pertaining to the Net Promoter Score (NPS) (UKRN says that I must contact the member association as UKRN is not subject to FOI requests)

Specifically, please can I request any data you hold – including across days/weeks/months/years; different business types/customers (if applicable); different departments; operations/activities performed etc. – on your organisation's "Net Promoter Score"(s), also known as NPS, and/or on any NPS data you have on the organisations you are associated with (e.g., regulate). Assuming this data exists, I would appreciate it if I could have the data for as long as your organisation has used the Net Promoter Score. However, if this is impossible, please could you provide a general overview of the length of time you have utilised NPS data so that I can make this FOI request viable.

If the data are available, I am hoping to collect data on:

- The specific wording for the Net Promoter Score question(s) people are asked (e.g., people might be asked if they would recommend to a friend or to a colleague or somebody else – it's this type of information I'm interested in across days/weeks/months/years; business/customer types; different departments; operations/activities performed etc.)*
- The individual score people gave (i.e. from the 0-10 scale)*
- The % of detractors, % of passives, % of promoters for each time the overall NPS score is calculated*
- The overall NPS score (this calculated by subtracting the % of detractors from the % of promoters)*
- Any associated qualitative data that might be collected alongside the 0-10 scale, and the respective question wording used to collect this data*
- Any other data that could be linked to the NPS data (e.g., data on where the NPS survey was*

completed and how – for example, via an email, in real-time after an interaction with a client etc., by your organisation or by a third-party etc.)

- Any other associated data (e.g., customer satisfaction data) that may have been captured, and, if possible, a way to cross-reference the respondent's NPS data with their other (e.g. customer satisfaction) data (I appreciate this will need to be anonymised – here I'd only be looking for something like ID_1, ID_2, ID_3 etc. that allows us to have a unique identifier for all associated data).

- The time period in which individual scores are aggregated (e.g., if your organisation calculates the overall NPS every month, please can I have the specific dates where one month starts and ends?)

- It would be great to know if the NPS question(s) – or something similar – is also used to survey employees of your organisation (and not just, for example, patients, family members etc.) and have this associated data too.'

Our response

In responding to your request, we would note that we are only able to provide information in relation to the telecoms section of the UKRN performance scorecard. We believe that you may find it helpful to have sight of Ofcom's most recent [annual report](#) on how customer service levels for residential customers compare across the telecoms industry. This report may provide a helpful overview of the research and industry data we publish about the telecoms sector (which is one of the sectors Ofcom regulates) and specifically how customer service levels compare across the telecoms industry. Please note, we use the term "Recommend to a friend" when setting out the NPS findings within this report as we believe this term is a more user-friendly way of conveying the concept behind NPS scores.

The NPS questions that we include in each wave of our Customer Satisfaction Tracker (CST) are set out below. This wording has remained unchanged since the tracker's inception in 2018. The full published version of the most recent version of the questionnaire may be found [here](#).

ASK ALL LANDLINE DECISION MAKERS AT Q1

QN1. Based on your overall experience of using [PIPE IN LLSUP SELECTED @Q3] for your landline service, how likely would you be to recommend them to a friend or family member as a landline provider?

Please give a rating on a scale of 0 to 10, where 0 is 'Extremely Unlikely' and 10 is 'Extremely Likely'?
[SHOW AS GRID] (out of 10)

ASK ALL MOBILE DECISION MAKERS AT Q1

QN2. Based on your overall experience of [PIPE IN MPSUP SELECTED @Q3] as your mobile phone service provider, how likely would you be to recommend them to a friend or family member as a mobile phone service provider?

Please give a rating on a scale of 0 to 10, where 0 is 'Extremely Unlikely' and 10 is 'Extremely Likely'?
[SHOW AS GRID] (out of 10)

ASK ALL FIXED BROADBAND DECISION MAKERS AT Q1

QN3 Based on your overall experience of [PIPE IN BBSUP SELECTED @Q3] as your fixed broadband provider, how likely would you be to recommend them to a friend or family member as a fixed broadband provider?

Please give a rating on a scale of 0 to 10, where 0 is 'Extremely Unlikely' and 10 is 'Extremely Likely'?
[SHOW AS GRID] (out of 10)

ASK ALL PAY TV DECISION MAKERS AT Q1

QN4. Based on your overall experience of [PIPE IN TVSUP SELECTED @Q3] as your pay TV provider, how likely would you be to recommend them to a friend or family member as a pay TV provider?

Please give a rating on a scale of 0 to 10, where 0 is 'Extremely Unlikely' and 10 is 'Extremely Likely'?
[SHOW AS GRID] (out of 10)

The data tables for each wave of the CST research can be found under the February or March listings in each year of Ofcom's [Statistical Release Calendars, alongside the associated questionnaires and technical reports](#). If you search for the relevant question numbers (see above) within the CST data tables for each year you will see the NPS data we hold for each sector (landline, mobile, fixed broadband and pay-TV) broken down by the main providers in each of those sectors. These include the NET figures for detractors, passives, and promoters within each sector.

We have not conducted any qualitative research associated with the NPS data we gather through our CST quant tracker. However, the tracker does include a range of quantitative metrics that are designed to measure satisfaction with various elements of the service customers receive from their telecom's providers. You should note that we receive aggregate and anonymous data from the research agency which conducts the CST and as such we do not hold any linked or associated data of the kind set out within your request. In addition, we do not use NPS questions to survey employees.

I hope this information is helpful. If you have any further queries please send them to information.requests@ofcom.org.uk quoting the reference number above in any future communications.

Yours sincerely,

Information requests

If you are unhappy with the response you have received in relation to your request for information and/or consider that your request was refused without a reason valid under the law you may ask for an internal review. If you ask us for an internal review of our decision, it will be subject to an independent review within Ofcom.

The following outcomes are possible:

- the original decision is upheld; or
- the original decision is reversed or modified.

Timing

If you wish to exercise your right to an internal review **you should contact us within two months of the date of this letter**. There is no statutory deadline for responding to internal reviews and it will depend upon the complexity of the case. However, we aim to conclude all such reviews within 20 working days, and up to 40 working days in exceptional cases. We will keep you informed of the progress of any such review. If you wish to request an internal review, you should contact information.requests@ofcom.org.uk.

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. Further information about this, and the internal review process can be found on the Information Commissioner's Office [here](#). Alternatively, the Information Commissioner can be contacted at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF