



Heavenly Ski and Ride School 2015/16

Net Promoter Score

"Net promoter score" is used to measure the guest experience. It is based on one question "On a scale of 0 to 10 (0 is low, 10 is high). How likely are you to recommend Heavenly Ski and Ride School to friends and family".

- Anyone who scores 9 or 10 is considered to be an active promoter, they will go out and tell their friends about what a great experience they had.
- 7 or 8 is a passive supporter, they had a good time but probably won't go and tell anyone about it.
- Anyone scoring 0 to 6 is considered to be a detractor, they didn't like their experience and they will go and tell all their friends and family they didn't like it.

The percentage of detractors is taken away from the percentage of promoters to give a number, the NPS.

The NPS can be anywhere between -100 and 100, anything above 50 is considered very good.

As well as providing a measure for guest service, it also gives us an idea of how many people are helping advertise the ski and ride school. Word of mouth is the most powerful and effective advertising available to a business, our promoters are going and advertising our business for us.

This measure is not used just by Heavenly and Vail resorts, it can be found anywhere a company is providing a service.

At Heavenly our ski and ride school guests each receive an email with a survey after their lesson. They are asked a number of questions, including the one above. The other questions are known as "attributes" and are scored on a scale of 1 to 5 (1 is low, 5 is high). Guests also have the opportunity to make written comments.

Any positive comments are shared with the entire ski and ride school.