

Net Promoter Score FAQ



CALCULATING NPS

Formula

$$\text{NPS} = \% \text{ Promoters} - \% \text{ Detractors}$$

What is NPS?

NPS stands for Net Promoter Score. It is a metric used to measure customer satisfaction and loyalty through customer surveys.

What is an NPS survey?

These are quick surveys that ask agents how likely they are to recommend us to a friend or colleague on a scale from 0 to 10, and why they gave us this score. The scores are used to calculate our NPS Score and shows how we are doing overall with agent satisfaction. The feedback gives us valuable insight into what we are doing well, and what we can improve.

Why do companies calculate NPS?

Well-respected companies such as Apple, Charles Schwab and Progressive Insurance put high importance on NPS. After more than a decade of widespread adoption, NPS remains the best metric for overall customer experience. At eXp, we use it to measure and improve agent and staff satisfaction.

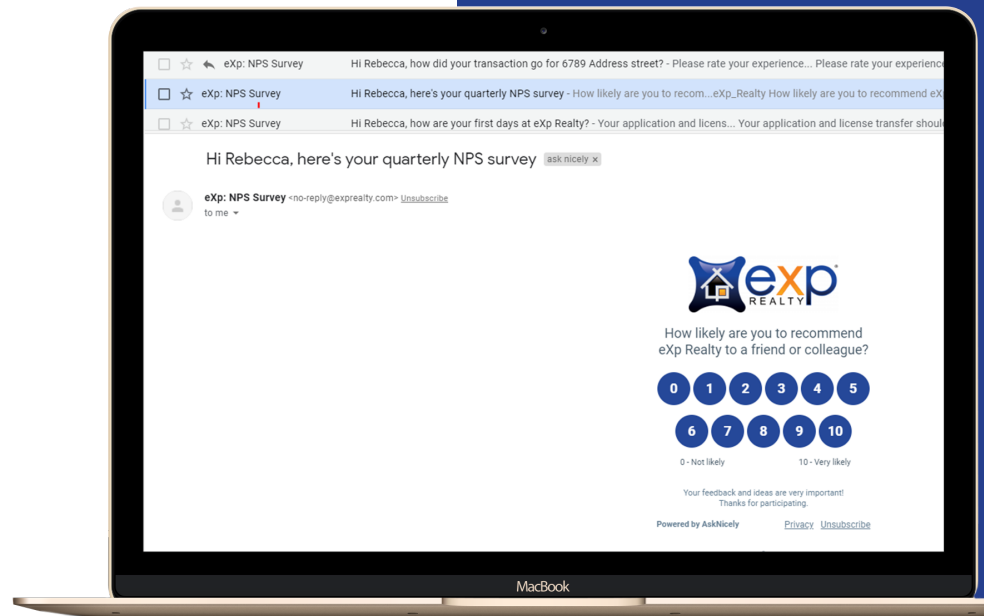
Why should I take the survey?

Your feedback is extremely valuable! It lets us know straight from the source what we are doing well, and what we can do better. We read the responses to improve processes, systems, training, benefits, and everything else that matters to agents.

How will I get the NPS survey?

We send surveys to agents via their @exprealty.com email address. The email will show it is from "eXp: NPS Survey" and the subject line will identify which survey it is. They will all come from no-reply@exprealty.com.

We will update this document with more info as we implement text messages so you know what to expect.



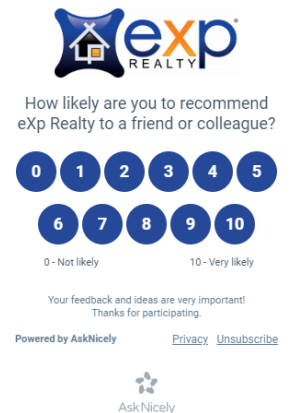
When will I get the NPS survey?

There are 3 primary agent NPS surveys:

1. Onboarding NPS survey will come around your 2nd or 3rd day
2. Payment Processing surveys will come once a month for every month you complete a transaction.
3. Quarterly NPS Survey will come near your 90 day anniversary, and every quarter (90 days) thereafter.

What will the surveys look like?

We have a new NPS Survey platform so the look of the surveys has changed! You can see the preview in your email. Once you click a number to score, you will see our new chat-like interface.



Where can I get more information about NPS?

Join the eXp NPS: Measuring What Matters Workplace Group:
<https://exprealty.workplace.com/groups/eXp.NPS/>

Contact Rebecca (Becky) Eytcheson: rebecca.eytcheson@exprealty.com