



The Underlying Value of Net Promoter Scores

How user feedback translates into actionable opportunities in business



The Net Promoter Score (NPS) is a widely embraced metric in the contract workforce management industry, and it's used by product and service providers, including vendor management systems and staffing agencies, to assess user satisfaction.

The utility of NPS, however, extends beyond customer happiness and can offer valuable insights into enhancing technologies, products, and services.



Identifying Pain Points

By analyzing qualitative feedback provided by detractors and passives, organizations can track down friction points in their experience lifecycle.



Discovering Strong Relationships

Customer retention results in recurring revenue streams. NPS gives insight into where strong relationships begin with loyal customers.



Demonstrating Commitment

Showing interest in the end-user's experience displays commitment to improving the product, which can build trust in the company.



Anticipating Opportunities

NPS can be a powerful tool for tracking changes in customer behavior over time, helping identify the emergence of opportunities or threats.

HireArt is the only platform that gives you all the tools you need to manage your own contract workforce and maintains an industry-leading NPS for both client (86.4) and contractor (77.3) categories.

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