IMPACT OF EMPLOYEE NET PROMOTER SCORE IN ORGANISATIONAL GROWTH

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ABSTRACT How will a company know if their employees are happy are not? Just as the customer, employees need to be satisfied, engaged and happy to continue working in a company. When Employees will stay longer, it will reduce turnover. The company have to spend less money on recruiting and training new staffs. Highly satisfied employees are promoter themselves, they recommend the company to their friends and family. The company need to identify the issues concerning the employee and solve the issues. The best way of identifying issues is by surveying employees and taking their feedback. ENPS is way to go, until employees are completely satisfied they cannot deliver 100% satisfactory service to their customer. Implementing eNPS would achieve all the concerning problems with the employee.

INTRODUCTION Not very many organizations can accomplish or maintain high client reliability without a framework of faithful, connected with employee leaders have valid justification to need to gain the excited dependability of their representatives. This implies an understanding of employee’s commitment levels and how to enhance them. The conventional once-a-year employee overview process, in any case, basically doesn’t address the issues of generally organizations. It's been asserted that same procedure can be utilized to assess, oversee representative reliability, gathering input from employees in a similar way as Net Promoter Score. which can help the association to keep up centre around the way of life which is called Employee Net Promoter Score. eNPS has been compared with other satisfaction metrics but compared to others process, eNPS is more reliable metrics.

The calculation of eNPS is same as NPS. Employees are asked the ultimate question, i.e “How likely are you to recommend the organisation to your friends and family”. Based on the scored given by the employees, organization takes action on various parameter, where they are lagging in. Implementing eNPS is as easy as NPS, company has to consider employees as internal customers and take feedback from them. The ultimate question can be followed by question like how can we improve? why did you give the score you did? Ask employees what you as a company should “start” doing, “stop” doing and “continue” doing.

Employee who scored 9 & 10 would be the promoters, 6 and below are detractors, 8 & 7 are passively satisfied employees. Promoter minus detractors is eNPS.

As a result of these questions company can take initiative to make changes as par requirement to improve employee satisfaction.

Most importantly, eNPS survey should be anonymous as it might increase stress in employees to give false answer. If employee feel safe expressing their true opinion, company will get more relevant answer.

Source: https://www.peoplepulse.com/resources/useful-articles/nps-net-promoter-score-complete-guide/
Based on the above figure;
Promoter (Score 9 – 10): When an employee scores 9 or 10 it signifies that their lives are enriched by working in the company, which leads to longevity and unsolicited recommendation.
Passively Satisfied (Score 7 -8): Those who score 7 or 8 got what they wanted, which means they are happy with the job but not great enough to recommend.
Detractors (Score 0-6): They are the employees who had a bad experience they either job, can switch to competitors or can damage your brand by negative word of mouth.
Statistically, the percentage of promoters which is 9 or 10 minus percentage of detractors i.e. 0 to 6 revealed the score that is tangible for a real measure of employee satisfaction and future growth potential.
eNPS is proved to be a huge breakthrough in employee satisfaction measured globally. This involves variably breaking down and scoring each step by employee touch point.

**PROCESS OF eNPS**

**Sources- Researchers model**

Data are collected through surveys and questionnaire, based on the feedback the responses is divided into quantitative questions and qualitative questions. Qualitative questions are verbatim comments are carefully read and segregated based on the various queries and are evaluated. Once evaluated the comments are put on points for further action. Quantitative questions are the questions where the employees are asked to rate the company on various parameters, later which is compared and segmented. Repeated issues or queries are taken seriously and focus plan are made to resolve it.

**OBJECTIVES**

- Identify the various factors affecting organisational growth due to employees.
- Analyzes the data collected and suggest a feasible set of measures that the company could use to improve the service and increase the Employee Net Promoter Score.

**SCOPE OF THE STUDY**

eNPS helps produce extraordinary improvements.
eNPS builds employees loyalty, considers employees opinions which creates closed learning and improvement loops and helps the company to understand their needs.
Employee loyalty through the Employee Net Promoter System as a mission critical priority. eNPS understand both the economic imperative (and it creates opportunities for profitable growth) and the inspirational and moral imperative (How well the company is living its core values)
Hardwire eNPS feedback into key decision processes up and down the organisation, creating closed learning and improvement loops. Companies don’t treat it as a separated department or program; they fully integrate it into fabric of daily and monthly priorities.
Companies organise the Net promoter initiative as a long journey of cultural change and growth, nor just as a short-term program or initiative. Companies understand that eNPS must touch every part of the organisation if is to succeed in generating profitable, sustainable growth.
Below Table represents different parameters based on which employee have rated the company. Following statements are rated on a scale of 1-5 (Where 1 is least likely). This survey was conducted in DXP technology where employees from one of the department took the survey. A total of 46 employees had taken the survey.
Above stated questions measure the satisfactory level of an employee. These are a basic necessity for the employee to work in an organization. The employee should find the job meaningful to even join the company. If employees are given right opportunity to learn they will progress with the company. For continuing working in a company employee need to feel valued and that they mean something to the organization which connects employees emotionally. Motivation is the key to success when a senior manager encourages employees to do better and to put their best efforts it guides them in the right direction. Transparency is a major issue in many companies as employees feel that companies hide secrets from them which leads to losing in trustworthiness. Based on the responses it is relevant that employees are satisfied with their job which leads to the next step i.e if they are ready to recommend the company to their friends and family as a working space. For recommending something it needs a lot of contentment with the job, work culture, growth, development etc. If a company manages to fulfill all the parameters stated above, that’s when the employee recommends the company to others.
How likely is it that you would recommend the company to your friends and colleague? (In a scale of 0-10, where 10 is Extremely Likely)

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<td>6</td>
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Even when all employees are satisfied they are not satisfied enough to recommend the company. Which means companies needs to create a relationship with the employees to know them better as they are the key factor affecting the organisation growth. DXC has taken immense step to make their employee highly satisfied and to have a work life balance. Which will in return improve their eNPS score. When the score is high it is relevant that the company is moving in the right direction.

**Analysis**

Based on the scores given, over 26% employees are likely to recommend the company to their friends and colleague by rating 9 and 10.
- 43% of employees are passively satisfied by giving 8 and 7 as a score.
- 30% of employees have scored between 0-6 are detractors.

Conversion steps need to be taken to convert 30% detractor to promoter, as unsatisfied employees (detractors) can damage your brand by negative word of mouth. By taking survey companies can know where they are standing in terms of employee loyalty.

**CONCLUSION**

The research helped to gather information about employees regarding the extent to which certain external and internal influences determine the score.
The study gave guidance to decipher the factors affecting Employee Net Promoter Score, which included factors impact employee satisfaction to give long term commitment and promote the company. This was done by ranking questions in which employees were asked to rank the factors according to what factors matter the most and least to them. While factors affecting DXC's employees were measured and actions are taken in order to analyse, evaluate and improve them. Few aspects were highlighted in order to focus on improvement.
Using eNPS, it’s easier to determine the employee’s satisfaction and knowing where exactly the issues are. By the survey, it was clearly stated where the employees are highly satisfied and dissatisfied helping the company know their strength, weakness, and opportunities. By the study it is relevant that eNPS is very useful and simple metrics, but eNPS all alone is not sufficient as a management tool, yet, in a correct system and some extra motivational addressing it can be without a doubt be a helpful measurement.

**DISCUSSION**

eNPS is just a beginning stage. After the investigation, the genuine work can start: enhancing the association and taking activities to help your eNPS is a general purpose. This will be a long-haul venture, however, the NPS enables you to flawlessly evaluate at which arrange your association is in this development procedure. It's not just the best administration who ought to worry about eNPS score, it's about the entire association work along to help their score from the CEO to the Frontline representatives.

**REFERENCE**