

Using Net Promoter Scores to Understand the Quality of VR Services

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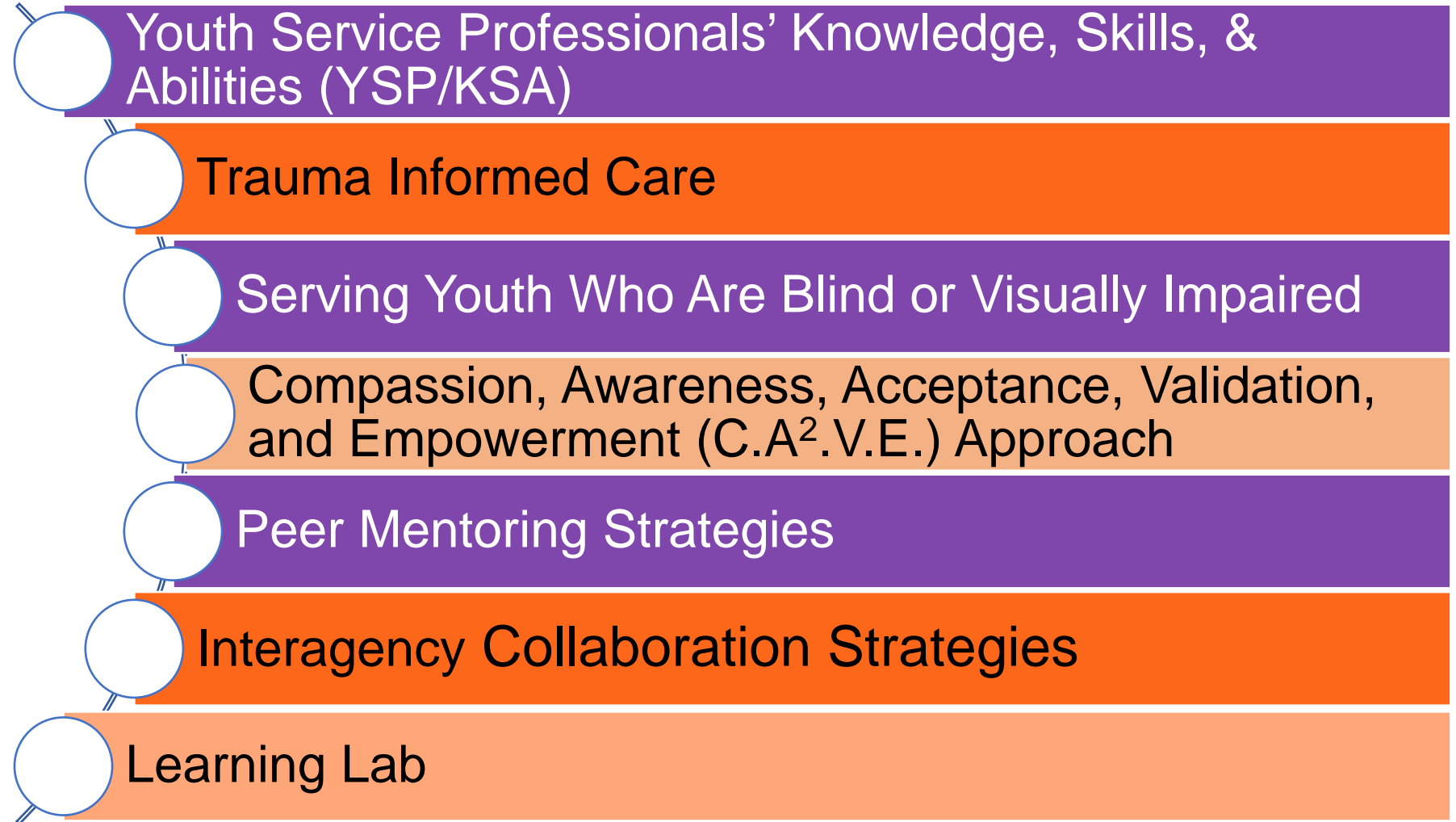
Objectives

Participants will:

- Learn about the why, what, when, and how of Net Promoter Scores (NPS)
- Understand how NPS can support program planning and professional development in vocational rehabilitation (VR)

Technical Assistance to Increase Youth Service Provider Competencies

Y-TAC provided professional development to more than **1,900** VR professionals and partners in competencies and strategies to effectively serve youth



Y-TAC Evaluations

Intensive Technical Assistance (TA) and Training

- Quasi-experimental evaluation process
 - Pre-/Post-self-efficacy measure and open-ended qualitative question
 - General evaluation
 - Follow-up evaluation

Universal and Targeted TA and Training

- Post-session/training/webinar/presentation feedback form
- Website feedback

Why Use a Net Promoter Score (NPS)?

- NPS provides one simple score that tells many stories, including the quality of the training or services and individual satisfaction
- NPS is easy to consistently collect and maintain
- NPS can be used to compare events

What is NPS?

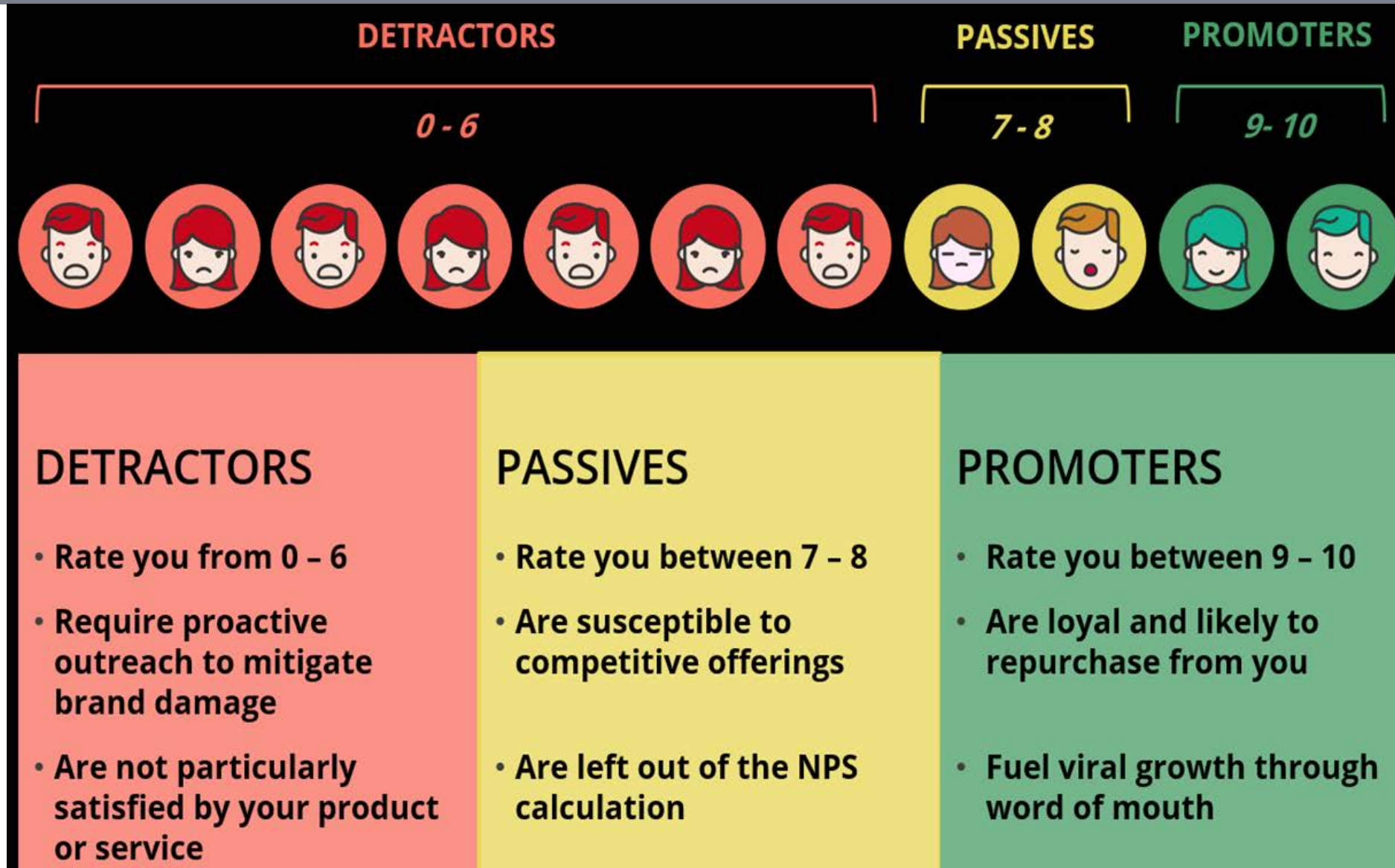
- Net Promoter Score (NPS) is commonly used in business to understand customer satisfaction and business growth
- NPS is one question asked consistently across events
- NPS Question:
 - On a scale of 0 to 10, how likely are you to recommend this webinar/presentation/panel to colleagues, clients, and/or friends?

Very unlikely

0 1 2 3 4 5 6 7 8 9 10

Very Likely

Who are the Promoters?



How to Calculate the NPS?

$$\text{NPS} = (\% \text{Promoters} - \% \text{Detractors}) * 100$$

NPS can range from -100 (negative) to 100 (positive)

NPS above 0 is generally a good score

Example question: On a scale of 0 to 10, how likely are you to recommend this webinar to colleagues, clients, and/or friends?

Value	Count	Percent
Detractors	6	22.2%
Passives	8	29.6%
Promoters	13	48.1%
Total	27	100%

In this example: $\text{NPS} = (48.1\% - 22.2\%) * 100 = 25.9$, a good score

Using NPS for the Y-TAC Project

How are we doing on Y-TAC?

1. Y-TAC professional development
2. Webinars and presentations
3. Y-TAC Website

Example: Using NPS for Y-TAC Professional Development for VR Staff

Date	Webinar Themes	NPS
08/2019	Applying Trauma-Informed Practices to Work with Youth in the VR Setting	78.4
08/2019	Motivational Interviewing with Youth in the VR Setting	78.6
09/2019	An Introduction to the SSI Youth Toolkit	49.9
09/2019	An Introduction to the SSDI Youth Toolkit	44.6
10/2019	One in Five: Providing Support and Building Resiliency	69.7
12/2019	Ethical Interactions of Culture, Disability & Supporting Youth in the VR Process	55
01/2020	Interaction of Trauma Adolescence & Disability in Youth Seeking VR Services	61
01/2020	Fostering a Trauma-Informed VR Environment for Youth & Families	77.5
01/2020	Ethical Interactions of Culture, Disability & Supporting Youth in the VR Process – Part 2	56.9
03/2020	Supporting Youth who are Experiencing Homelessness	35.5
04/2020	Locating, Serving, and Supporting Youth with Disabilities Involved in the Justice System	24.7

Example: Using NPS for Y-TAC Professional Development for VR Staff (cont'd.)

NPS: 77.5

The overall quality of the webinar	
Value	Percent
Fair	0%
Good	15.00%
Very Good	47.50%
Excellent	37.50%

The extent of agreement of applying knowledge	
Value	Percent
Strongly Disagree	2.50%
Neutral	2.50%
Agree	50.00%
Strongly Agree	45.00%

NPS: 24.7

The overall quality of the webinar	
Value	Percent
Fair	7.50%
Good	29.70%
Very Good	38.20%
Excellent	24.50%

The extent of agreement of applying knowledge	
Value	Percent
Strongly Disagree	3.30%
Neutral	11.90%
Agree	57.10%
Strongly Agree	27.60%

NPS: Not Just a Number

- High scores usually associated with high quality training and events with engaging and creative aspects, e.g.,
 - Included youth voices
 - Discussed emerging issues
 - Introduced skills, examples, and resources that can be applied to work
- Low scores usually associated with events that lack engaging or creative components, e.g.,
 - Refresher training to review known content
 - Low interaction and engagement among participants
 - Technical issues of virtual platform or sessions
- Understand the population we are serving
- Understand the value of our training across events and over time

Value of Using NPS Agency-wide

- IEL uses NPS to track the changes and impact across all IEL programs and to understand the overall impact for IEL despite different programs and initiatives.
- VR Agencies can use NPS to measure the quality of their services across the agency and in the field with clients
- VR can ask their vendors to add the NPS question to be able to compare all staff training and events
- NPS benchmarks in general: <https://www.retenly.com/blog/good-net-promoter-score/>

Contact Us

We are here if you have any questions
regarding using NPS

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