

Does eNPS go far enough?



What is eNPS?

eNPS (Employee Net Promoter Score) is a way to measure how likely employees are to recommend their workplace to others, helping gauge overall employee satisfaction and engagement. Employees rate their workplace on a scale of 0 to 10, and based on this, employees either fall into the category of being a promoter (happy), passive (neutral), or detractor (unhappy). The eNPS score is then calculated by subtracting the detractors from the promoters.

However, while eNPS is a simplistic and easy measure to interpret, **it lacks detailed insight**, providing just an overarching view of employee sentiment which can oversimplify employee perceptions and miss nuanced opinions.



The WorkBuzz model (EAS)

The WorkBuzz **Employee Advocacy Score (EAS)** provides a more comprehensive alternative to traditional methods like eNPS. It **focuses on employees' verbal feedback**, their intent to remain with the organization, and their motivation to strive for success, providing a more holistic view of employee intentions. By segmenting responses into key areas, it offers a targeted approach to improvement strategies, evaluates actual behaviors and outcomes such as productivity and customer service and takes into account various factors, including behaviours and feelings, creating a thorough assessment of engagement, advocacy and motivation.



How does WorkBuzz improve data accuracy?

1

Comprehensive and detailed insights

WorkBuzz's method of surveying employees goes beyond a single metric, instead offering a comprehensive understanding of the whole employee experience, making it easier to identify key actions at the corporate and local levels.

2

Clarity and Focus

Our 5-point Likert scaling system is straightforward, minimising the likelihood of misinterpretation and ensuring consistently reliable results. It enables clear identification of positive sentiment and at the other end of the scale, employee frustration with other parts of the employee experience.

3

A simplified approach

Our approach allows your organization to simplify the employee experience rather than complicating it. We avoid redundancy by asking unique questions that complement, rather than overlap with, existing engagement surveys.

4

Adaptable and customisable

Our adaptable surveying methodology is based around you as an organization, your challenges and what you are trying to achieve – it is unique and bespoke to you. It delivers instant, meaningful insights regardless of size, and our fully customizable platform helps you to ask the right questions, at the right frequency, and at the right time.

Likert scale

A Likert scale is a surveying tool for measuring opinions or attitudes, offering nuanced insights typically on a 5 to 7-point scale with categories like "strongly agree" to "strongly disagree", helping gauge the level of agreement or disagreement with a particular statement.