

A photograph of a man and a woman in a professional setting. The man, on the left, has curly hair, glasses, and a beard, wearing a dark jacket over a white shirt. The woman, on the right, has long blonde hair and is wearing a mustard-colored turtleneck sweater. They are both smiling and looking at each other. The background is a blurred office interior with large windows. A white circular graphic element is overlaid on the right side of the image.

Using Net Promoter Score as a client satisfaction scale

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Introduction



Eesti Töötukassa- in English **Estonian Unemployment Insurance Fund**- is the administer of unemployment insurance benefits and provider of public employment services (PES) in Estonia.

We have service-points all over Estonia- 15 county offices and 2 interactive career centres.

We are also the biggest career services provider in Estonia.

Read more: www.tootukassa.ee/en/about-tootukassa



Estonian Unemployment Insurance Fund



To watch video introduction, please click the link:
<https://www.youtube.com/watch?v=hm0LVX7SVs4&t=3s>



Career services in Estonian Unemployment Insurance Fund

- The biggest career services provider in Estonia
- Free of charge
- For everybody, regardless of their age or employment status
- Main client groups:
 - Youth and students
 - Employed people
 - Unemployed people
- Multi-channel provision



Our career services



What is Net Promoter Score?



$$\text{NET PROMOTER SCORE} = \text{PROMOTERS \%} - \text{DETRACTORS \%}$$

Interpreting NPS results

- The NPS methodology originated in 2003
- Commonly used to measure customer loyalty
- Helps with the ongoing monitoring, analysis, and response to issues as they arise
- The most valuable is the qualitative feedback which comes from open-ended responses by clients
- In the context of career counseling services, high client satisfaction has not been found to correlate strongly with actual service effectiveness¹

¹Source: <https://link.tootukassa.ee/26aw6>

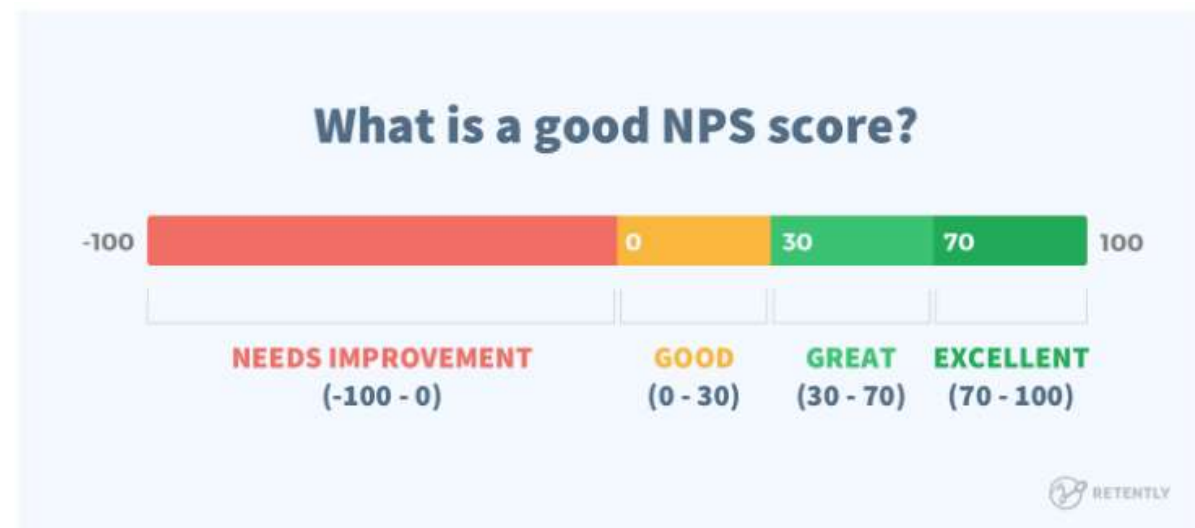


Illustration: <https://www.retently.com/blog/good-net-promoter-score/>

The NPS of our career services in 2023 was 55%.

Activity

What is my experience with gathering client feedback for career services?

Please find a spot in the room where:

100 – I work with client feedback daily

0 – I am not directly involved in gathering client feedback



NPS practices in Estonian Unemployment Insurance Fund



E-mailed questionnaire up to 2 weeks after career service

1. How likely would you recommend career guidance to a friend or colleague? (Scale 0-10)
2. What did you like? What could we improve? (Free form text response)
3. How beneficial was the career service for you? (Scale 1-5).

The answers are collected and NPS outcome is calculated automatically via platform recommy.com.

The screenshot shows the Estonian Unemployment Insurance Fund (Eesti Töötukassa) NPS questionnaire interface. At the top, there is the Eesti Töötukassa logo and a dropdown menu set to 'Eesti'. The questionnaire consists of three main sections:

- Section 1:** 'Kui tõenäoliselt Te soovitaksite Eesti Töötukassa karjääriteenust oma sõbrale või tuttavale?' (How likely would you recommend the career guidance service of the Estonian Unemployment Insurance Fund to your friend or acquaintance?). It features a scale from 0 to 10 with radio buttons. Below the scale, it says '0 = ei ole üldse tõenäoline / 10 = väga tõenäoline'.
- Section 2:** 'Mis Teile meeldis ja mida saame teha teisiti?' (What did you like and what can we do differently?). It is a free-form text response area with a large text box and a small icon in the bottom right corner.
- Section 3:** 'Kui kasulikuks hindate Eesti Töötukassa karjääriteenusel osalemist enda jaoks?' (How useful do you find participating in the career guidance service of the Estonian Unemployment Insurance Fund for yourself?). It features a scale from 1 to 5 with radio buttons. Below the scale, it says '1 = Üldse mitte kasulik / 5 = Väga kasulik'.

Results

We analyze the results based on:

➤ counties

➤ target groups:

- Youth and students
- Employed people
- Unemployed people

Automated monthly newsletters

6-month reviews

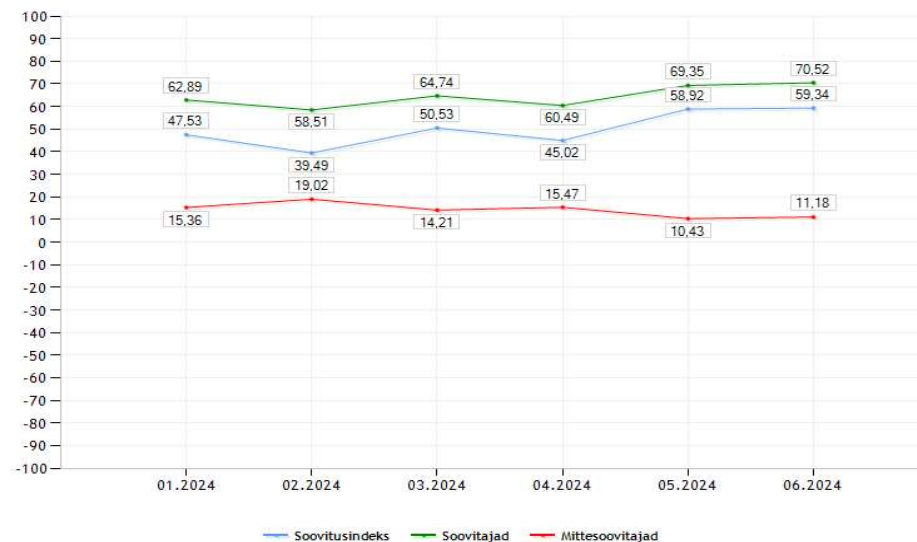
Kogu Eesti karjääriteenuste soovitusindeksi esimese poolaasta trend

Vaate nimi	Saadetud e-kirju kokku	Vastanuid	Soovitajad	Neutraalne	Mittesoovitajad	Soovitusindeks
Eesti kokku mõlema teenuse soovitusindeksi trend jooksev aasta	21300	4151 / 19,49%	2675 / 64,44%	886 / 21,34%	590 / 14,21%	50,23%

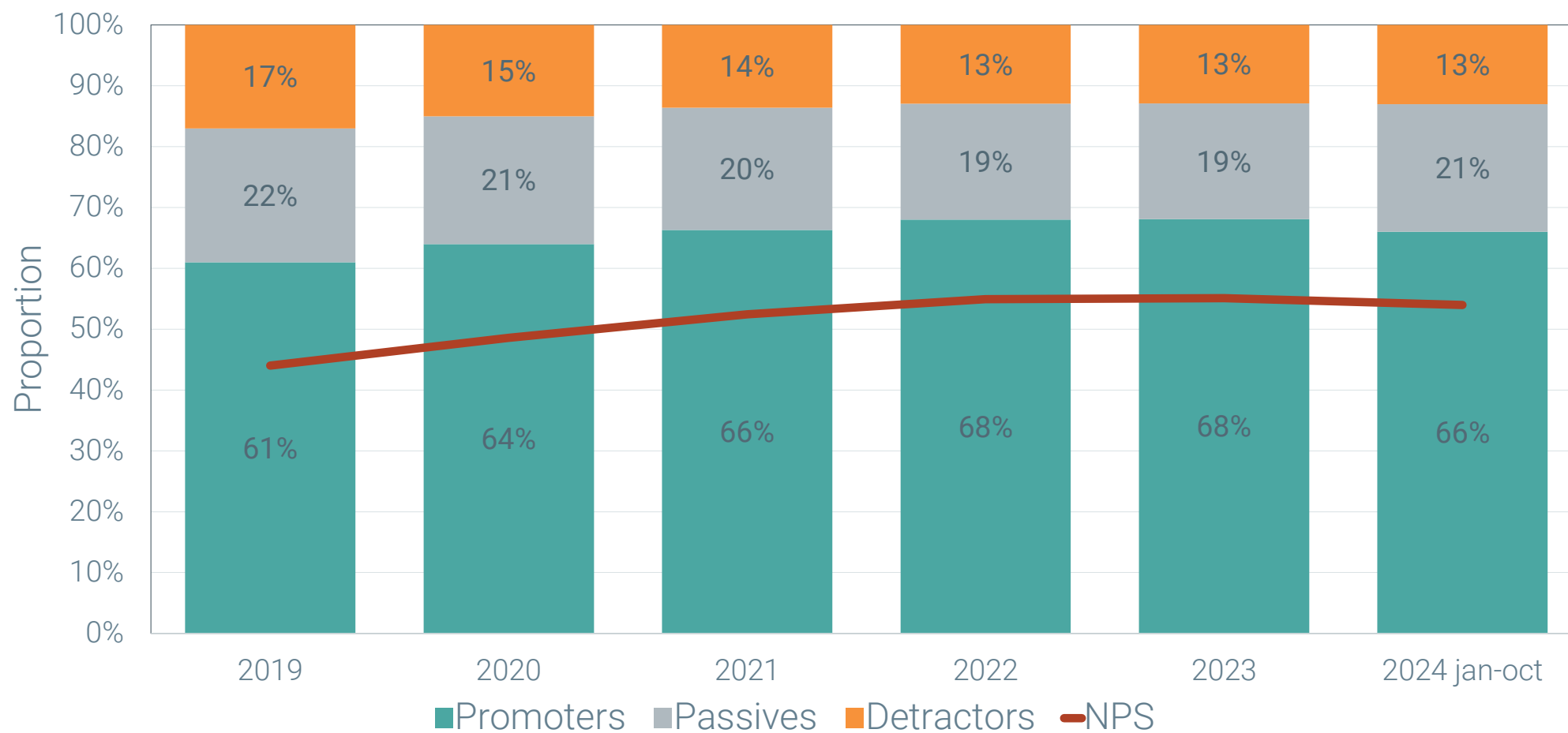
Esimese poolaasta kogu Eesti soovitusindeksi graafik kuude kaupa

Eesti kokku mõlema teenuse soovitusindeksi trend jooksev aasta

1. Küsimus saatmise aja järgi



NPS results (on a scale of -100 to +100)

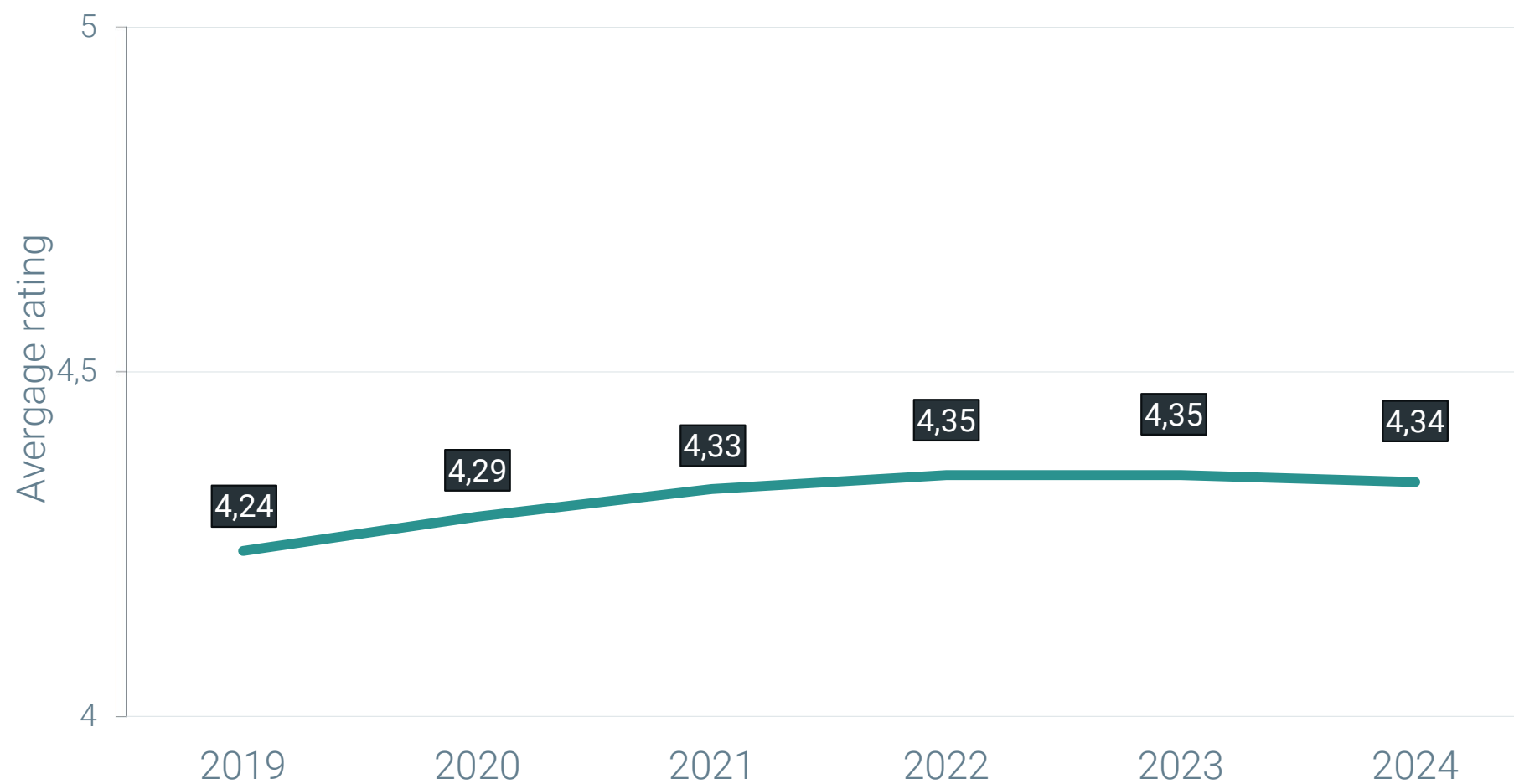


NPS results (on a scale of -100 to +100)



Year	Answers	Promoters %	Detractors %	Passives %	NPS
2019	7470	61.12	17.47	21.41	43.65
2020	10447	63.63	45427	21.33	48.58
2021	8259	65.86	13.59	20.56	52.27
2022	8624	68	32112	19.13	55.13
2023	8363	67.94	31382	45341	55.09
2024	6922	66.82	13.15	45402	53.67

Benefit of the service to the client (on a scale of 1-5)



Discussion

- How have you collected and used client feedback?
- What have been the positive and negative aspects?



Positives

- Fast
- Continuous and up-to-date overview of service performance
- Critical issues are identified quickly
- Configuration matches our complex parameters
- Affordable
- Automated:
 - monthly newsletters
 - anonymization for easier compliance with data protection requirements



Negatives

- Subjective
- Insufficient data for specific filters
- Hard to decide what is considered a "good" or "bad" result
- NPS is better suited for measuring customer loyalty
- Does not provide substantial input for service development
- Difficult to compare with other surveys
- Manual processes:
 - Data interpretation
 - Sending questionnaires



Benchmark score

➤ As of this year we have a benchmark score based on:

- historical data
- desired direction

➤ What can we influence?

- Number of emails sent
- Informing clients each time that a survey will be sent and showing appreciation for their feedback
- Service quality - managing client expectations

40%



Discussion

- What could be the the best way to collect feedback from clients of career services?
- What to measure and what method would be most beneficial, e.g satisfaction, usefulness, recommendation index, emotion, effect etc?
- Any questions about the presentation?

Conclusions

Please open menti.com and add code **4795 2253**

or

scan with your device





Thank you!

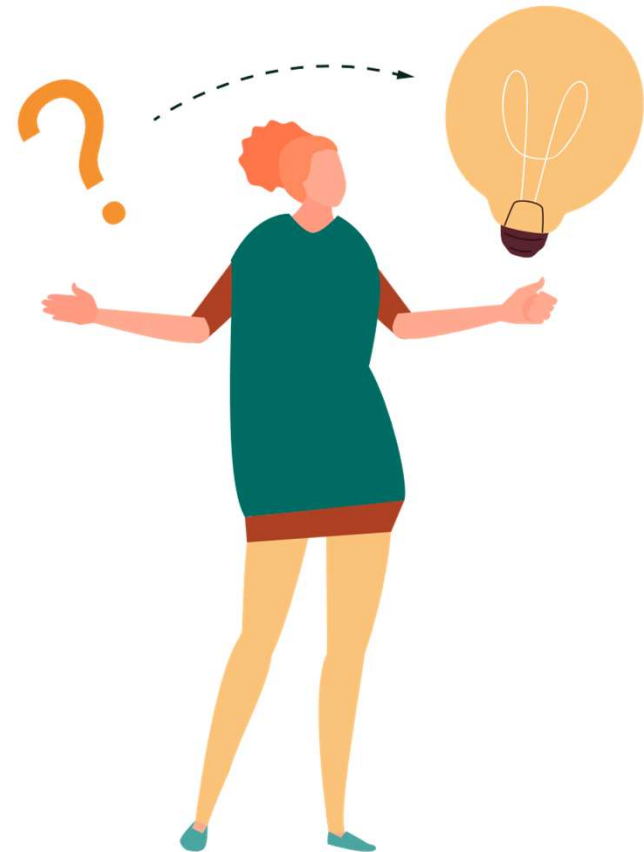
Kristina Orion kristina.orion@tootukassa.ee

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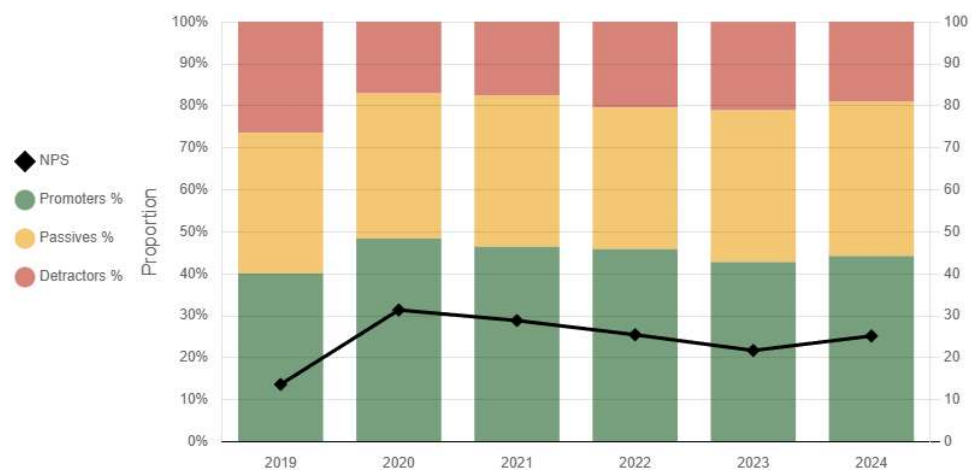
Bonus question

- Should we use different measures and methods for different target groups (students vs adults) when asking for feedback? Any good examples?



Target groups NPS

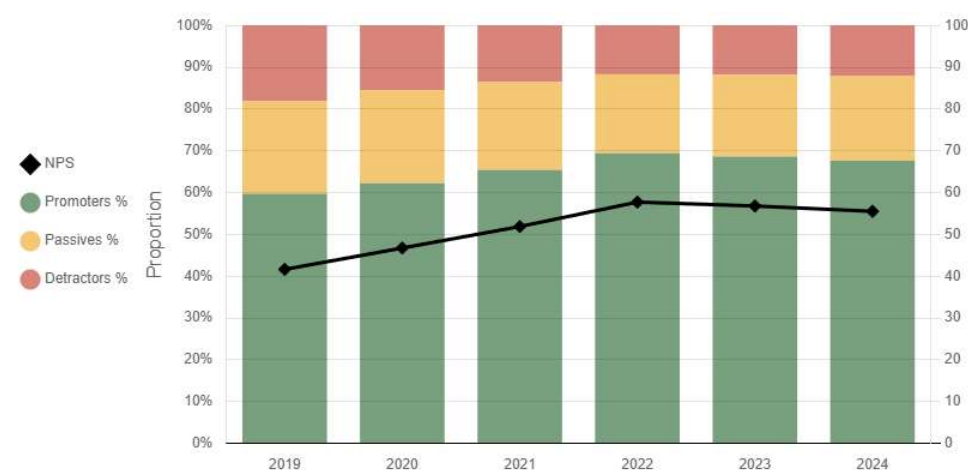
Youth and students



View chart data as table

	Promoters %	Detractors %	Passives %	NPS	Answers
2019	40.08	26.41	33.51	13.67	943
2020	48.44	17.04	34.52	31.4	1156
2021	46.47	17.59	35.94	28.88	1177
2022	45.9	20.4	33.7	25.5	1098
2023	42.81	21.06	36.12	21.75	1016
2024	44.25	19.04	36.71	25.21	809

Unemployed people

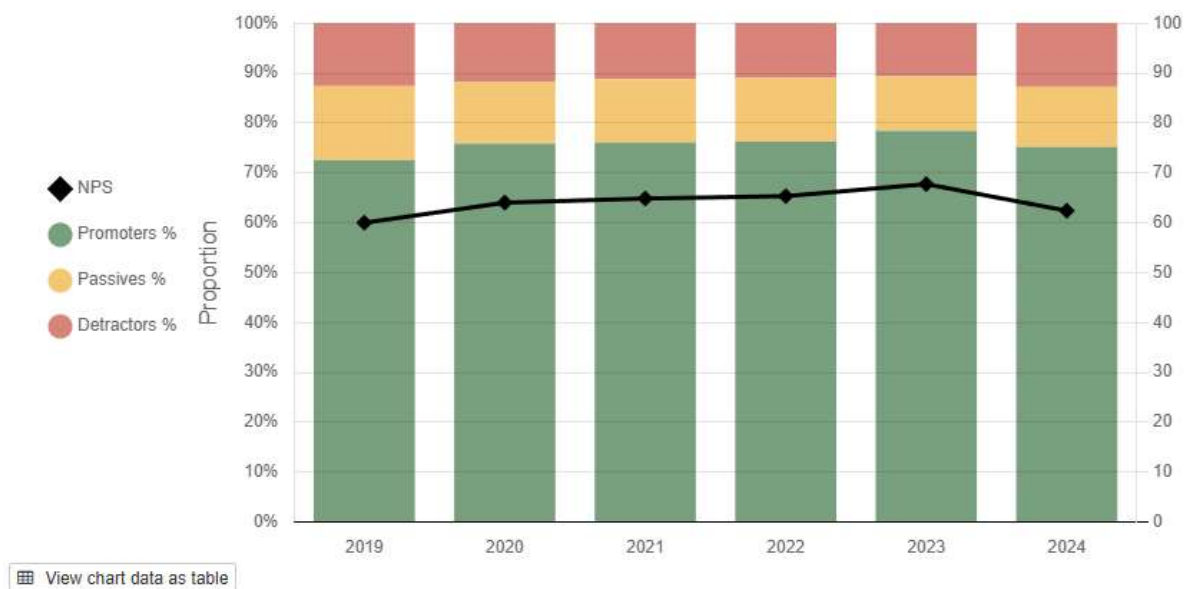


View chart data as table

	Promoters %	Detractors %	Passives %	NPS	Answers
2019	59.74	18.11	22.15	41.63	3413
2020	62.23	15.49	22.28	46.74	6315
2021	65.43	13.55	21.02	51.88	4215
2022	69.42	11.69	18.89	57.73	4500
2023	68.63	11.83	19.54	56.8	4479
2024	67.68	12.16	20.16	55.52	4063

Target groups NPS

Employed people



[View chart data as table](#)

	Promoters %	Detractors %	Passives %	NPS	Answers
2019	72.55	12.56	14.9	59.99	2437
2020	75.85	11.83	12.32	64.02	2224
2021	76.09	11.24	12.67	64.85	2233
2022	76.28	10.95	12.77	65.33	2466
2023	78.41	10.67	10.93	67.74	2297
2024	75.19	12.79	12.02	62.4	1697