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Unlocking Member Insights: A Comprehensive Year-over-Year NPS Analysis for Optimized Club Performance

The Net Promoter Score (NPS) is a metric used to measure how likely members are to recommend our products or services to others. We utilize MemberInsight, powered by Jonas Club Software, to track and manage our NPS scores.

In the context of Net Promoter Score (NPS), the terms **Detractors**, **Passives**, and **Promoters** represent the different categories of respondents based on their likelihood to recommend a product or services to others. Here's how they are defined:

1. **Promoters (Score: 9–10)**
   a. These are highly satisfied and enthusiastic members who are very likely to recommend our products or services to others.
   b. They drive positive word-of-mouth and are typically loyal advocates.
2. **Passives (Score: 7–8)**
   a. These members are satisfied but not particularly enthusiastic.
   b. They are unlikely to actively recommend our products or services but are not dissatisfied enough to harm it through negative feedback.
   c. They are considered neutral and might be swayed by competitors.
3. **Detractors (Score: 0–6)**
   a. These are unhappy members who are unlikely to recommend our products or services and might even discourage others from using it.
   b. They pose a risk to our brand's reputation through negative word-of-mouth and member feedback.

The NPS score is calculated using the formula:

NPS = % Promoters − % Detractors

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Below is an analysis of our NPS trends over the past four years, representing all the data available to us through MemberInsight, with a detailed focus on the current season, spanning from July 1, 2024, to Monday, December 2, 2024.

2021-2022
- **NPS Score:** 76
- **Detractors:** 72 (7%)
- **Passives:** 104 (10%)
- **Promoters:** 840 (83%)

2022-2023
- **NPS Score:** 74
- **Detractors:** 54 (8%)
- **Passives:** 72 (10%)
- **Promoters:** 565 (82%)
- **Change vs. 2021-2022:**
  - **NPS Score:** -2
  - **Detractors (%):** +1%
  - **Passives (%):** No change
  - **Promoters (%):** -1%

2023-2024
- **NPS Score:** 69
- **Detractors:** 73 (8%)
- **Passives:** 133 (15%)
- **Promoters:** 684 (77%)
- **Change vs. 2022-2023:**
  - **NPS Score:** -5
  - **Detractors (%):** No change
  - **Passives (%):** +5%
  - **Promoters (%):** -5%

2024-2025
- **NPS Score:** 73
- **Detractors:** 29 (7%)
- **Passives:** 53 (13%)

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- **Promoters:** 332 (80%)
- **Change vs. 2023-2024:**
    - **NPS Score:** +4
    - **Detractors (%):** -1%
    - **Passives (%):** -2%
    - **Promoters (%):** +3%

Key Findings

- After a significant drop in 2023-2024, the NPS score rebounded to 73, driven by a reduction in **Detractors** (-1%), a decrease in **Passives** (-2%), and an increase in **Promoters** (+3%).
- The NPS score fell to its lowest at 69 due to a notable increase in **Passives** (from 10% to 15%) and a drop in **Promoters** (from 82% to 77%).
- **Promoters** have consistently remained the majority, staying above 77% across all years, despite fluctuations in NPS.
- **Detractors** remained stable at 7-8%, suggesting a relatively small segment of dissatisfied members that needs targeted attention.
- Passives peaked at 15% in 2023-2024, significantly impacting the NPS score.

Next Steps

- **Develop Targeted Engagement Strategies for Passives**
  Craft personalized approaches to enhance their experience and move them toward becoming **Promoters**.
- **Leverage Promoters for Testimonials and Referrals**
  Encourage **Promoters** to share their positive experiences through testimonials and referrals, amplifying word-of-mouth marketing.
- **Conduct Focus Groups with Detractors**
  Organize focused discussions to identify and address recurring pain points, fostering improvements that can turn dissatisfaction into loyalty.

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Year-over-Year NPS Score Trend

This graph displays the overall NPS scores for each year, highlighting the upward and downward trends over time.

Last season, we fully optimized MemberInsight and worked closely with Jonas to ensure accurate and reliable results and reporting. Our approach represents 20% of those utilizing the club's facilities. For example, if 200 people attended an event, approximately 40 of those attendees would potentially receive a survey.

It is important to note that these numbers include data from the clubhouse, special events, the Lifestyle & Wellness Center, and the Racquet Center. Furthermore, to prevent survey fatigue, if a member receives a survey from one of these locations, they will not receive another survey from that outlet for at least 30 days. This approach enhances the quality of feedback while maintaining a positive member experience.

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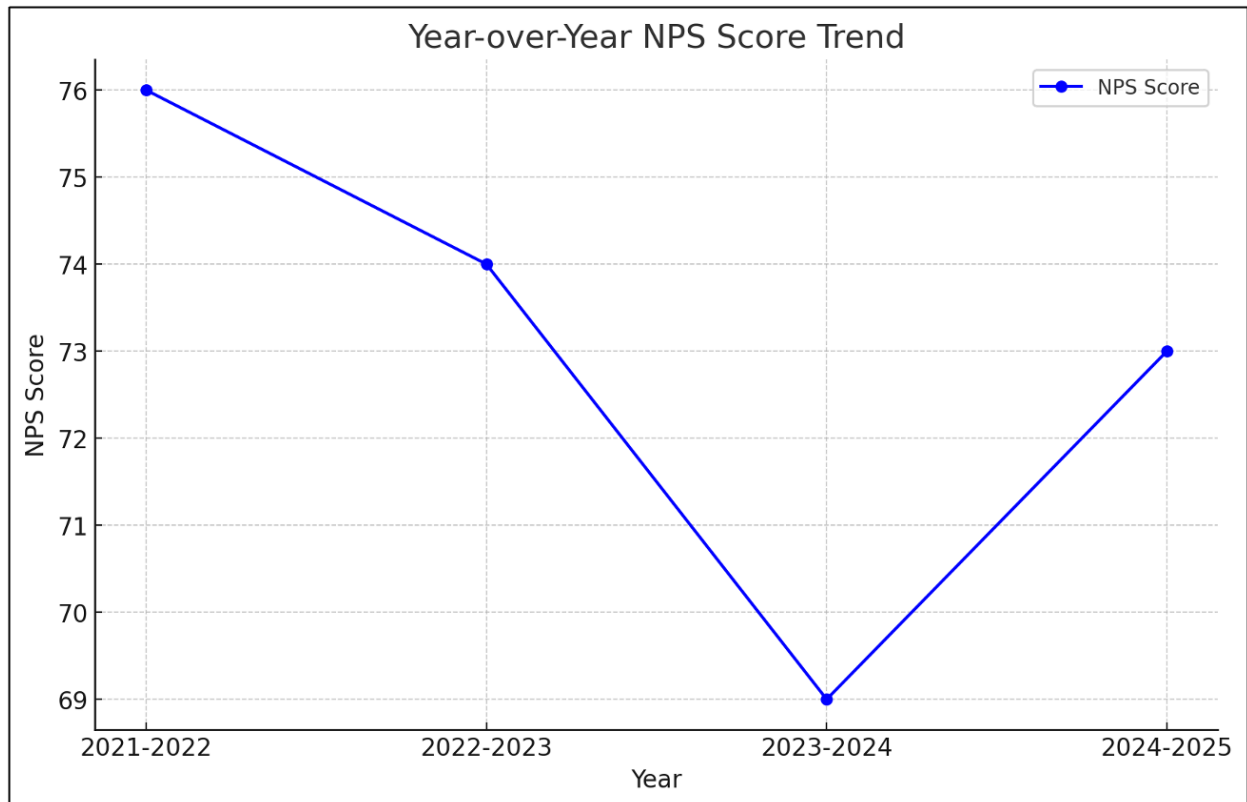
Breakdown of Detractors, Passives, and Promoters

This graph shows the percentage distribution of **Detractors**, **Passives**, and **Promoters** across the years, helping to visualize the shifting dynamics within the NPS data.

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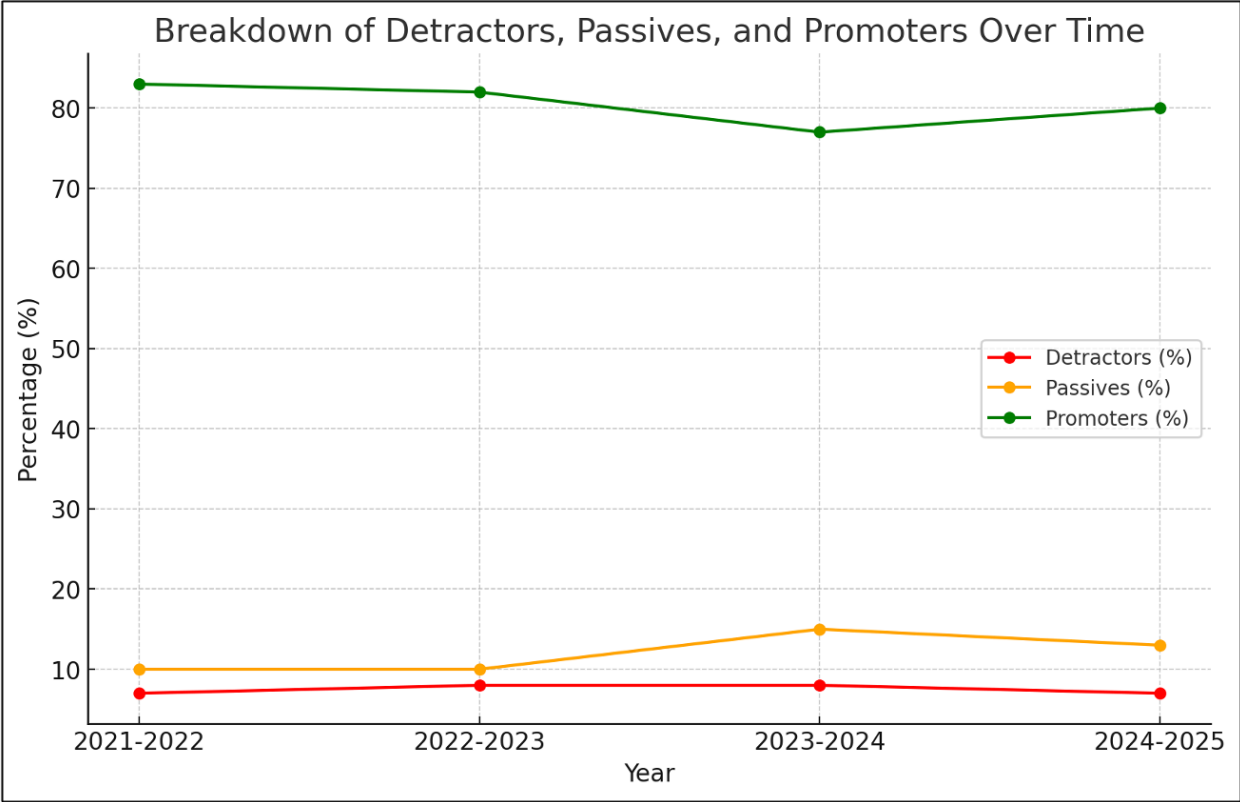
Spotlight on Charlie's and Mountain View Grill with Insights for Future F&B Reporting

This graph illustrates the NPS score trends specifically for Charlie's and the Mountain View Grill. While collaborating with Ron on this report, we discovered that the dining outlets can be separated, allowing us to generate similar reports in the future that focus exclusively on F&B.

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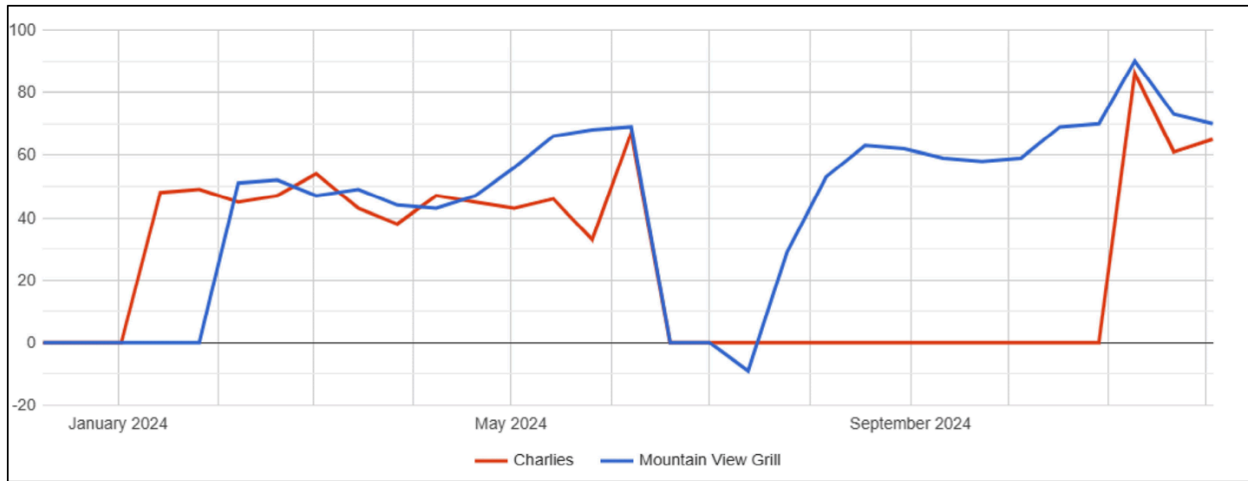
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