
Making NPS RIP @Uber

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Driver UX Research

The Uber logo is a black square with the word "UBER" in white, bold, uppercase letters. It is positioned in the lower-left corner of a large teal graphic element on the right side of the slide. The teal graphic has a pattern of overlapping squares on its right edge.

UBER

Research

Background





Net Promoter Score

How likely is it that you would recommend this company to a friend or colleague?

NOT AT ALL LIKELY

EXTREMELY LIKELY

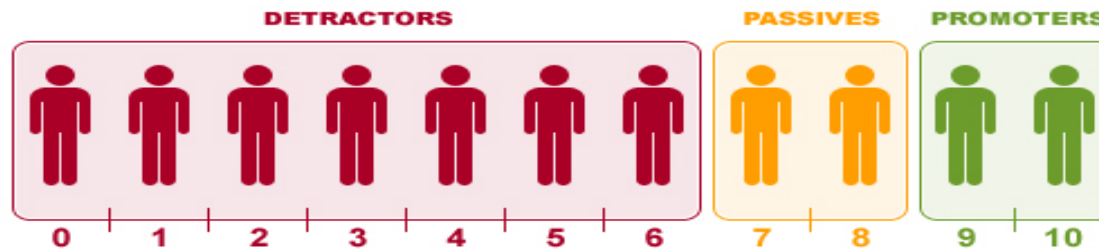
0	1	2	3	4	5	6	7	8	9	10
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Net Promoter Score

How likely is it that you would recommend this company to a friend or colleague?

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$$\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

Pros

Cons

- One question
- Industry standard
- Can compare to external benchmarks

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Cons

- One question
- Industry standard
- Can compare to external benchmarks
- 6 same as 0
- Questionable external validity
- Doesn't correlate with referral program
- "Recommend to friend or colleague"
- **Not actionable**

Driver NPS @Uber



Why Measure NPS @Uber?

- Collect direct feedback on experience
- Key business metric
- Consistent with cultural norm “We are customer obsessed”
- Make experience better for existing driver-partners

Survey Administration

- Email invites to online survey
- Sent to driver-partners every 90 days
 - Those who have completed a trip in last 90 days
- Non-coverage issue
- Relatively low response rates

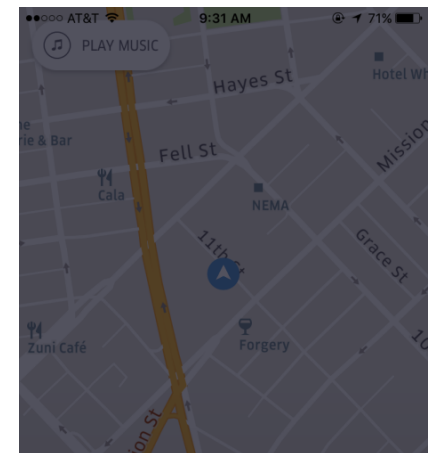
Testing Alternative Question Wording

Variations

- Question
 - Satisfaction
 - Meets expectations
- Response options
 - 5 point scales - stars, emojis, numbers
 - Binary - yes/no, thumbs up/thumbs down

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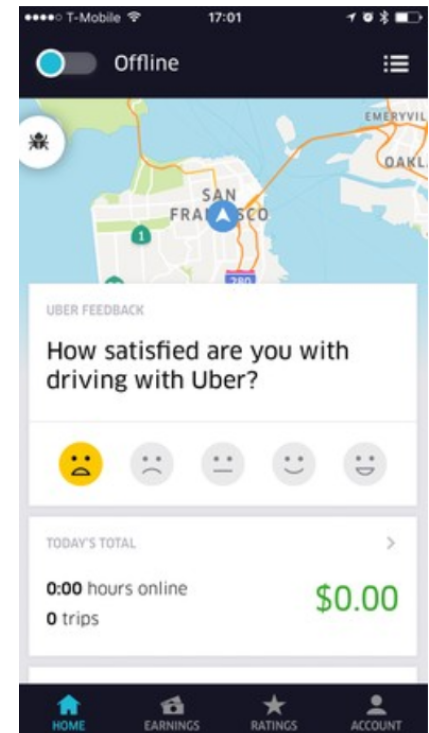
Maya • Rate



>> COMPLETE RATING

Results

- Satisfaction question had highest response rate
- Emoji scale produced most variation
- Combination shown to correlate with business metrics



Supporting Research on Smiley Face Scales

- Google Happiness Tracking Survey (HaTS program)
- University of Nebraska

Testing Alternative Survey Modes

Variations

- Mode
 - Online vs in-app
- In-app survey better way to reach current, active drivers
 - That's how active drivers engage with the Uber platform
 - Not all drivers have email accounts

Results

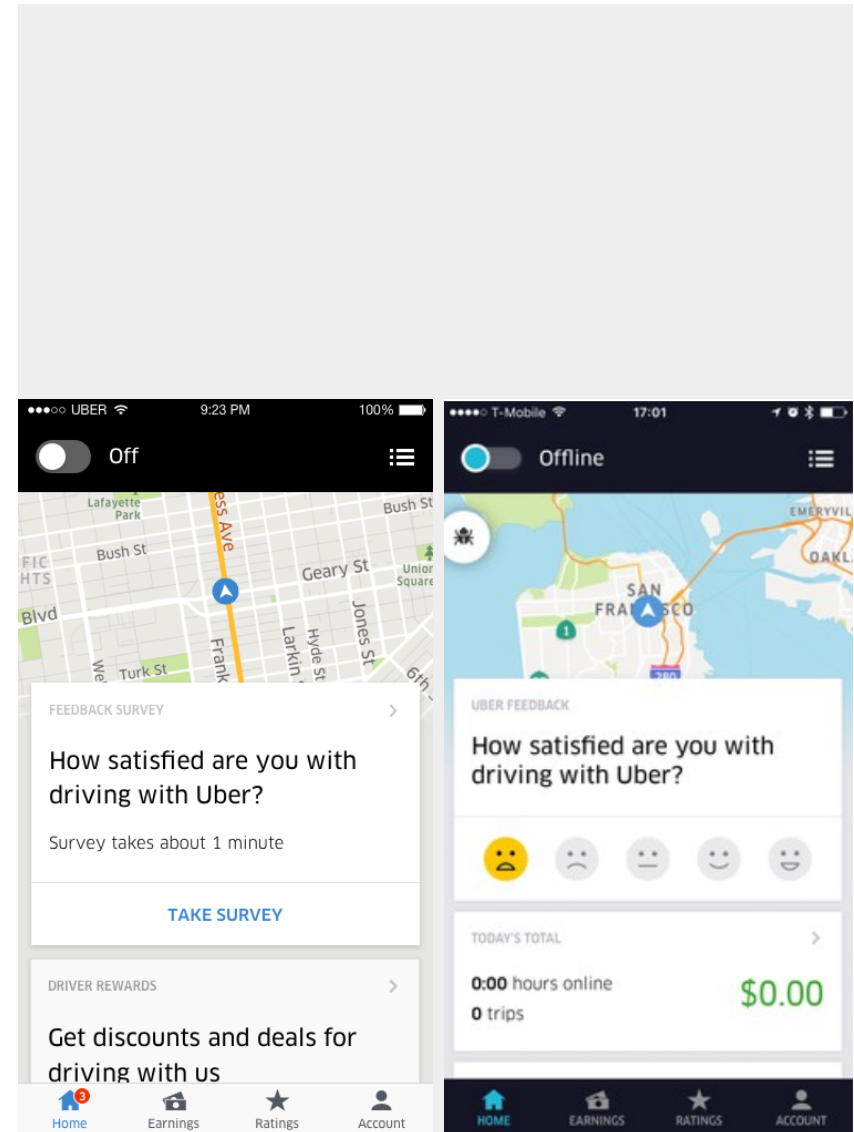
- In-app survey produced much higher response rate
- More relevant for current, active drivers

Testing Alternative Survey Formats



Feed Card: CTA vs First Question

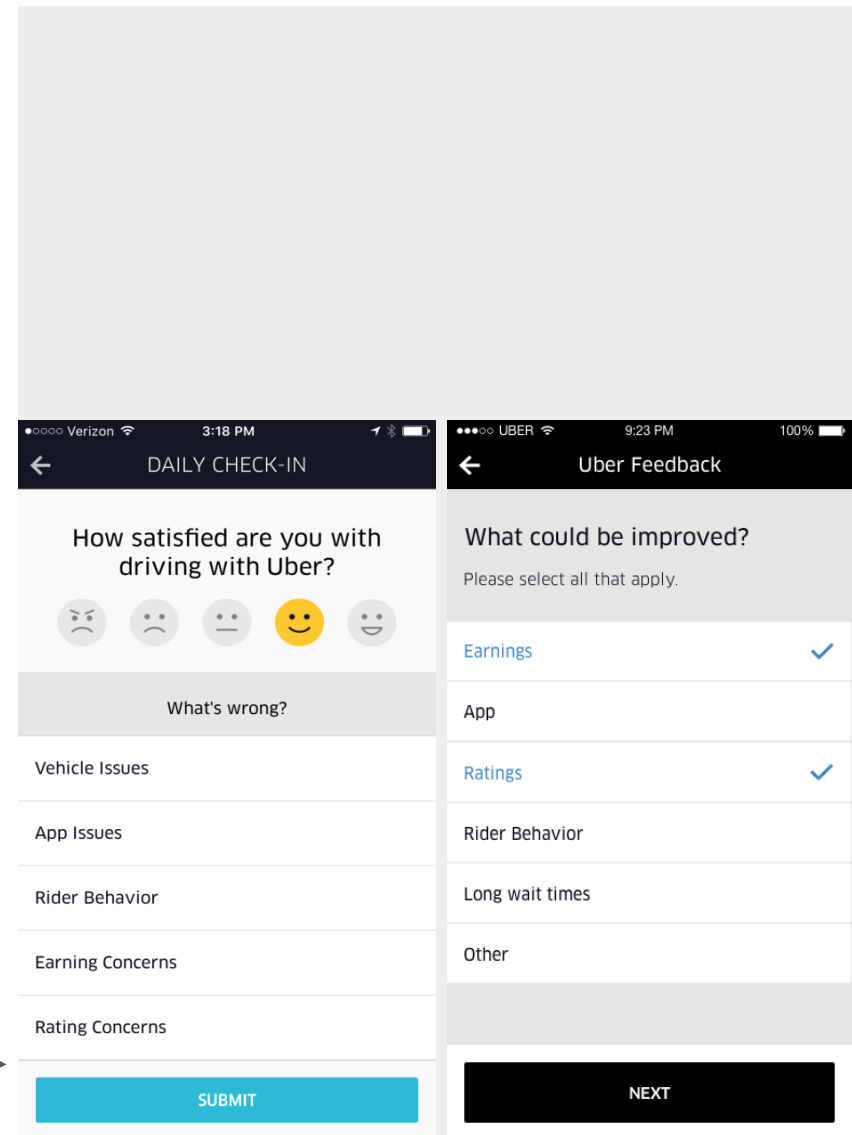
- Call to action
 - Involves extra tap
 - Makes mention of survey
- Higher response rate with first question
- Consistent with Liu & Inchausti, 2017



Scrolling vs Paging Design

- Scrolling: 3 questions on 1 screen
- Paging: 3 questions on 3 screens
- Usability issue
 - 6th response option not visible
 - 3rd question not visible

“Weather/Traffic” →



In-App Surveys @Uber



Expansion

- Additional in-app driver-partner surveys
- In-app rider surveys
- UberEATS surveys

Survey Management

- Coordination, prioritization of multiple surveys
- Sampling rate
- Event-based triggers
- Rate limiting (limits on surveys received)

Thank you!

tomw@uber



The image shows the interior of a car, specifically the dashboard and steering wheel area. The Uber logo is centered on a black background that spans across the middle of the image. The background is a blurred view of a city street seen through the car's windshield. The steering wheel is visible on the left side, and the dashboard features air vents and a hazard light button.

UBER

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