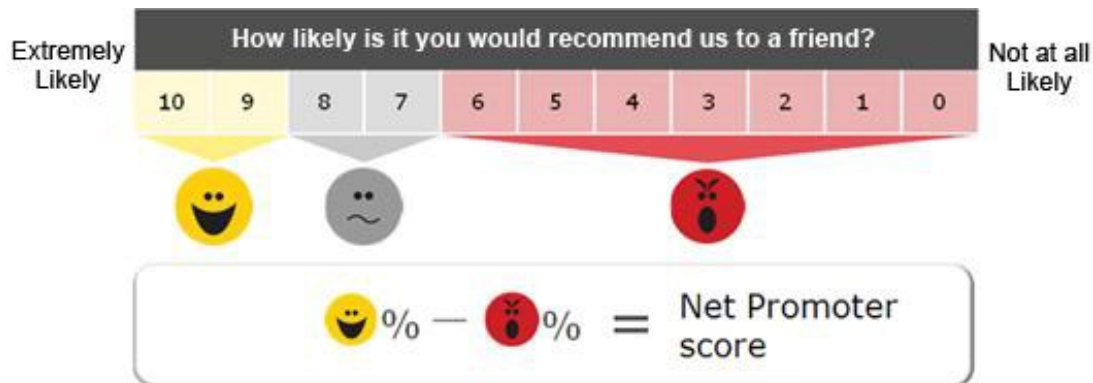




Camp Ho Mita Koda

Net Promoter Score at CHMK



Net Promoter Score (NPS) is used across industries to gauge the loyalty of a company's customer and staff relationships. It has been proven to be correlated with retention and revenue growth; an NPS of +50 is deemed excellent.

The Why: Camp Ho Mita Koda strives to create programs and experiences that families love. Similarly, CHMK wants to create an experience for staff that is unlike any job they have ever held. NPS is a quick, consistent way to keep our eyes on the customer and staff experience across programs and locations. It enables camp staff and leadership to assess their performance and identify clear ways weekly to work towards their vision.

How is Net Promoter Score used at Camp Ho Mita Koda? Camp Ho Mita Koda uses NPS in two clear ways. Each week, parents are queried regarding their likelihood to recommend Camp Ho Mita Koda to a friend. Similarly, throughout the summer our staff will be asked the same question regarding their experience. These frequent pulses provide us regular data that can lead to real-time actions to improve the quality of everyone's experiences.

By keeping NPS high across locations for both families and staff, we should be able to:

1. Increase staff retention, which makes for a better camp!
2. Increase staff referrals, which helps our recruiting efforts!
3. Increase average weeks per camper, which helps our revenue growth!
4. Increase parent referrals, which helps our marketing efforts!

All of this leads to sustainable registration and revenue growth, along with less expenses across multiple functions. This trickles to greater profitability → higher wages → increased benefits → it all trickles and radiates!