The net promoter score is used by thousands of successful businesses to measure customer loyalty and La Trobe is the first Australian university to adopt the NPS.

In today's highly competitive market, students' satisfaction isn't enough. We need to strive for loyalty. The net promoter score will help us measure student loyalty and highlight ways of improving our student first experience.

The NPS is calculated from a simple survey question that asked students how likely they are to recommend La Trobe to friends or family.

They give a rating between zero and 10. Promoters are students that gave us a nine or 10.

La Trobe has enriched their lives and they will return to us for any further study.

Most importantly, they will promote La Trobe to family and friends. Passives rate us seven or eight.

They're satisfied, but easily swayed to study elsewhere and less likely to recommend La Trobe.

Detractors gave us a rating of six or less. Their expectations just haven't been met. Many of them have explored studying elsewhere and may actively talk down La Trobe.

All the student ratings are formulated to create the net promoter score. The best outcome is 100 and a nightmare would be -100. A positive score is good and an NPS over 50 is fantastic. Our NPS results showed that staff have more of an impact on our students' experience than any other aspect to their university life.

Your relationship with students, your ability to help and your input make the difference that builds loyalty, which ultimately leads to growth. So what are you going to do today to make the difference?