Create and activate NPS

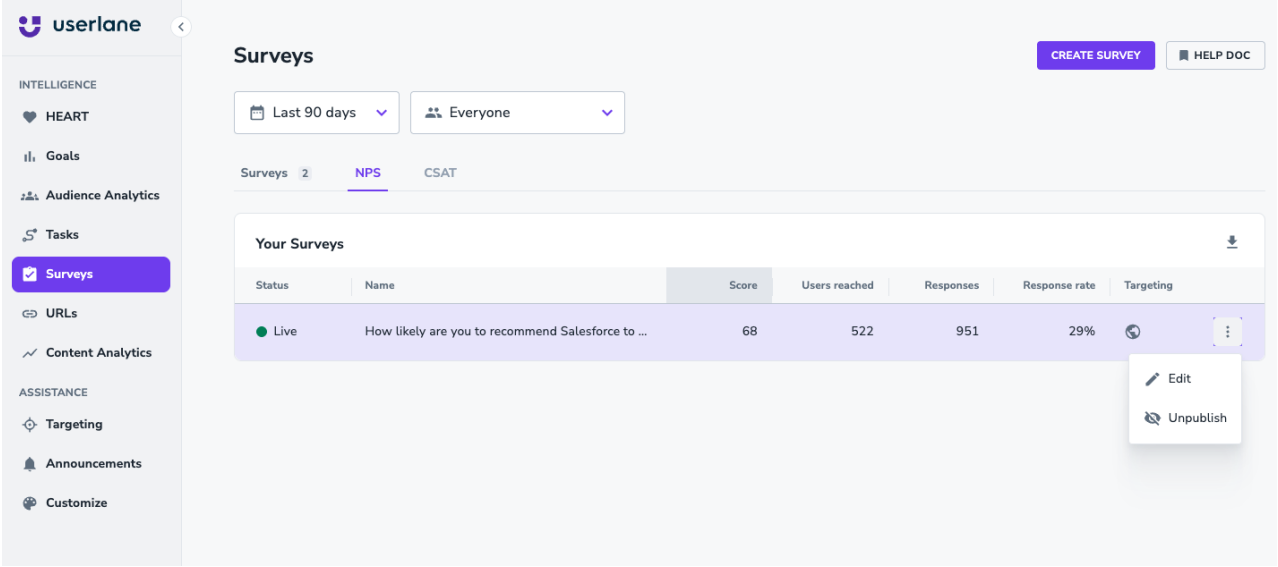
Last Modified on 22.09.2026

Why track the NPS with Userlane?

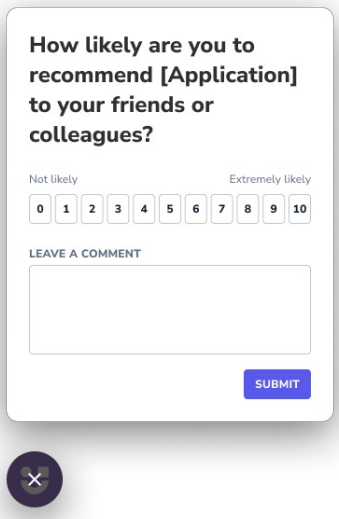
Userlane provides you with the tool to set up and automate your NPS. Asking the right user at the right time directly in the application provides higher response rates than other channels such as email. With Userlane you can target a specific user group with the survey. We do all the calculations for you and are able to track the NPS over time, read users' comments and filter the results by user segment.

Setup

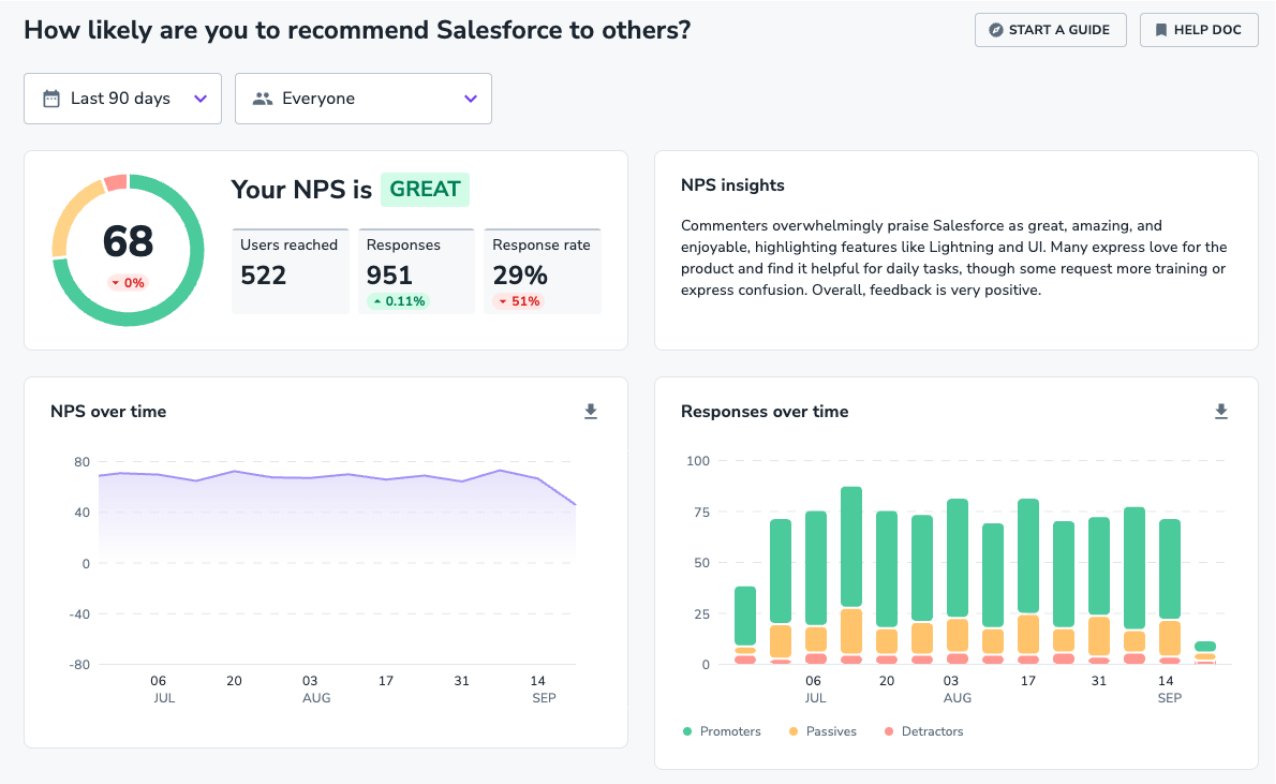
An NPS survey is automatically added to every account but is not automatically published. To edit the NPS survey for your app, go to the Surveys menu in the Portal, select the NPS tab, click on the three dot menu and select 'Edit'.



The NPS survey behaves like an Announcement - it is displayed for the user automatically.



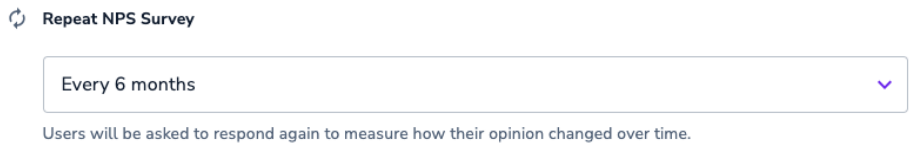
Userlane collects and analyzes the results, which you can view by clicking on the NPS survey in the Surveys table.



Benefits

Easy, automated tool for collecting users' opinions in predefined cycles

With Userlane, you activate a single NPS survey which is displayed in predefined cycles. The NPS survey is hidden from users once they respond to it. These users will be targeted automatically again in the new cycle.



ℹ NPS will run in cycles until you deactivate it or until the end date is reached.

Automatic reminders for users that have not responded

NPS will remain in the Announcement list in the Userlane Assistant if a user did not respond yet. You can set up a reminder with desired frequency to nudge these users, so the NPS pop-up is displayed for them again.

Remind users who have not responded

Every 3 months

Users will be reminded to respond after the selected time period.