

U.S. Consumer | 2018

Net Promoter Benchmarks

At a Glance

Each year NICE Satmetrix, the co-developer of Net Promoter®, benchmarks leading brands according to their Net Promoter Score® (NPS®). Use these benchmarks to compare your company's Net Promoter Score to the scores of your competitors. The research behind the Net Promoter methodology shows that companies with scores higher than their competitive set grow faster and are more successful. How does your company compare?

Here's this year's NPS benchmarking data at a glance. Purchase full reports in interactive format at www.satmetrix.com/nps-benchmarks/

62,000

US respondents via opt-in email survey

188

brands

23

industries sectors

100

or more responses per brand

Research conducted January/February

Net Promoter Score Defined

The Net Promoter question:

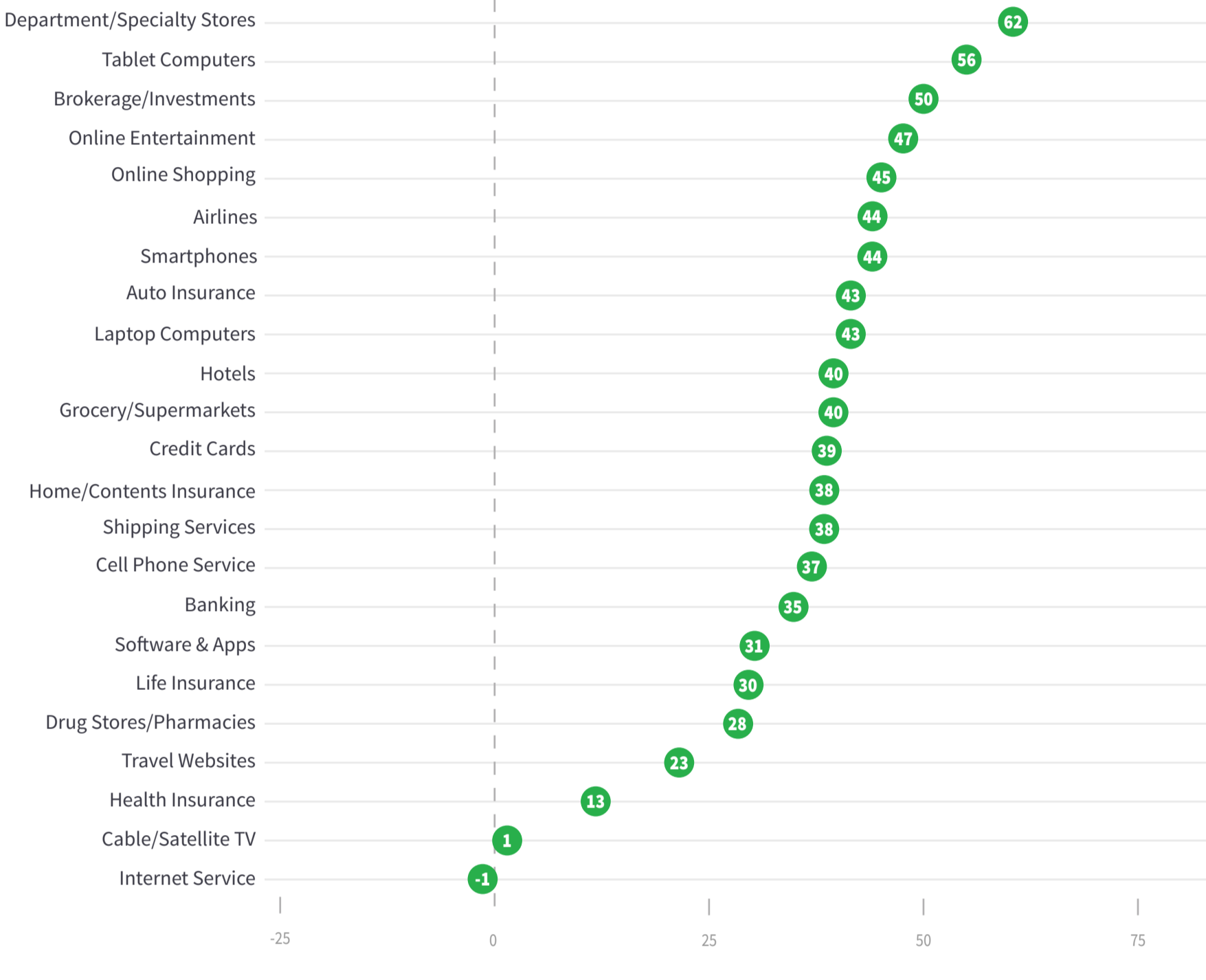
On a scale of 0-10, how likely would you be to recommend [brand] to a friend or colleague?



% PROMOTERS - % DETRACTORS = NPS (NET PROMOTER SCORE)

Average NPS by Industry

Net Promoter Scores vary widely by industry, as you can see from the average scores for 23 industries. Knowing what similar companies have achieved helps you to set realistic goals for improvement, and realism is key to the long-term success of your program.



NPS Leaders by Industry

Congratulations to the NPS leaders for each industry.

Industry	Leader	Leader's NPS
Airlines	Jet Blue	74
Auto Insurance	USAA	73
Banking	USAA	79
Brokerage & Investments	Vanguard	70
Cable & Satellite TV	Verizon Fios	32
Cell Phone Service	Cricket	58
Credit Cards	American Express	60
Department & Specialty Stores	Costco	79
Drug Stores & Pharmacies	Walmart Pharmacies	32
Grocery & Supermarkets	H-E-B	72
Health Insurance	Kaiser Permanente	40
Home & Contents Insurance	USAA	78
Hotels	Ritz Carlton	75
Internet Service	Fios (a Verizon brand)	28
Laptop Computers	Apple	63
Life Insurance	Allstate	44
Online Entertainment	Netflix	62
Online Shopping	Nordstrom.com	64
Shipping Services	DHL	45
Smartphones	Apple	60
Software & Apps	Turbo Tax	55
Tablet Computers	Amazon	68
Travel Websites	Airbnb	43

Use Data to Drive Success

Remember, your Net Promoter Score is just a means to an end. Improving the customer experience is valuable because of its effect on your bottom line.

20% to 60%
of variation in organic growth is accounted for by Net Promoter Score

30% better
conversion rate for referral leads, like you get from Promoters

2% \wedge = 10% \vee
2% increase in customer retention has the same effect as decreasing costs by 10%

Purchase benchmark reports featuring interactive charts at www.satmetrix.com/nps-benchmarks/

Ready to Beat These Scores?

Arm yourself with NICE Satmetrix NPX, simple, complete, powerful software for driving customer experience success. Start today: www.satmetrix.com

SOURCES

satmetrix.com | NICE Satmetrix 2018 Consumer Net Promoter Benchmark Study

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