Each year 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?

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

The Net Promoter question:
On a scale of 0-10, how likely would you be to recommend [company] to a friend or colleague?

Research conducted January/February

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

Use Data To Drive Success

Net Promoter Scores vary widely by industry and sectors, as you can see from the average scores for 23 sectors. 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.

Net Promoter Score Defined

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

Average NPS by Sector

Industries

Airlines
Auto Insurance
Banking
Brokerage & Investments
Cable & Satellite TV
Cell Phone Service
Credit Cards
Department & Specialty Stores
Drug Stores & Pharmacies
Grocery & Supermarkets
Health Insurance
Home & Contents Insurance
Hotels
Internet Service
Laptop Computers
Life Insurance
Online Entertainment
Online Shopping
Shipping Services
Smartphones
Software & Apps
Tablet Computers
Travel Websites

Leaders

Virgin America
USAA
USAA
Vanguard
Verizon Fios
Cricket
American Express
Costco
Walgreens
Kaiser
USAA
Ritz Carlton
Fios (a Verizon brand)
Apple
State Farm
You Tube and Netflix
Amazon
USPS
Apple
Turbo Tax
Amazon
TripAdvisor

Industry

Leader's NPS

Brokerage/Investments
25
Online Shopping
26

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% increase in customer retention has the same effect as decreasing costs by 10%

Use benchmark reports featuring interactive charts at www.satmetrix.com/gps-benchmarks/

Ready to Beat These Scores?

Use Data To Drive Success

Satmetrix NPX software offers the following benefits, and you can review the average scores for 23 sectors. 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.

Satmetrix NPX software offers the following benefits:

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% increase in customer retention has the same effect as decreasing costs by 10%

Use benchmark reports featuring interactive charts at www.satmetrix.com/gps-benchmarks/

Ready to Beat These Scores?

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

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% increase in customer retention has the same effect as decreasing costs by 10%

Use benchmark reports featuring interactive charts at www.satmetrix.com/gps-benchmarks/

Ready to Beat These Scores?

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

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% increase in customer retention has the same effect as decreasing costs by 10%