

U.S. CONSUMER 2017

NET PROMOTER BENCHMARKS At a Glance

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?

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

65,200+

US respondents via opt-in email survey

188

brands

23

industry sectors

250

or more responses per brand

Research conducted January/February

Net Promoter Score Defined

The Net Promoter question:

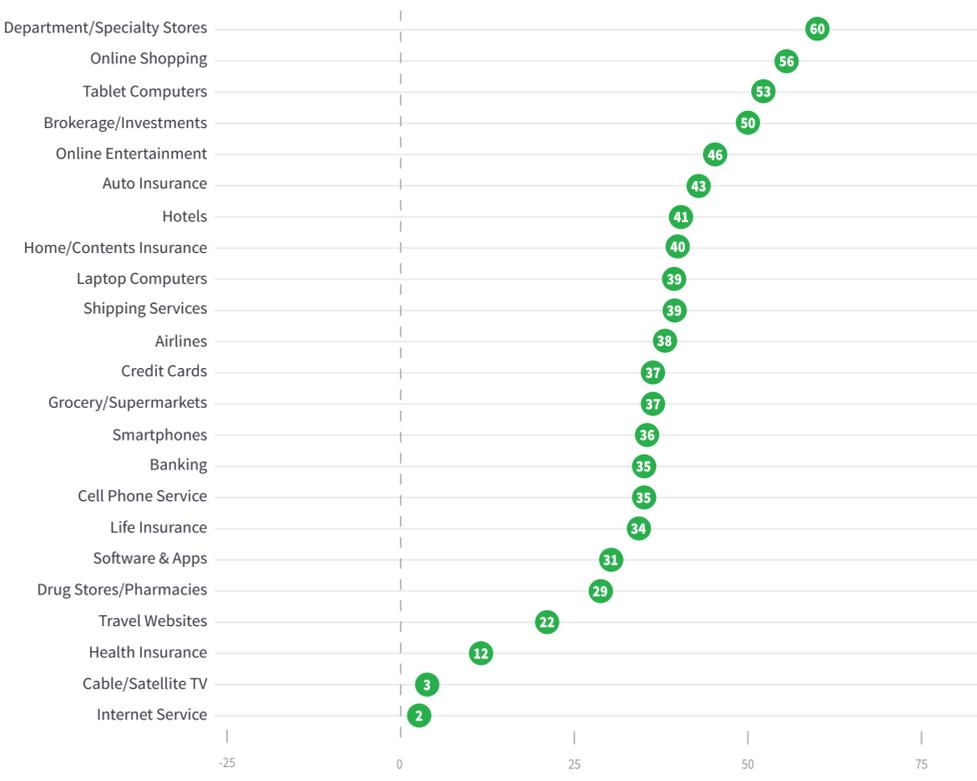
On a scale of 0-10, how likely would you be to recommend [company] to a friend or colleague?



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

Average NPS by Sector

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.



NPS Leaders by Sector

Congratulations to the NPS leaders for each sector.

Industry	Leader	Leader's NPS
Airlines	Virgin America	62
Auto Insurance	USAA	76
Banking	USAA	75
Brokerage & Investments	Vanguard	60
Cable & Satellite TV	Verizon Fios	27
Cell Phone Service	Cricket	52
Credit Cards	American Express	55
Department & Specialty Stores	Costco	79
Drug Stores & Pharmacies	Walgreens	33
Grocery & Supermarkets	Publix	66
Health Insurance	Kaiser	28
Home & Contents Insurance	USAA	73
Hotels	Ritz Carlton	78
Internet Service	Fios (a Verizon brand)	21
Laptop Computers	Apple	62
Life Insurance	State Farm	48
Online Entertainment	You Tube and Netflix	62
Online Shopping	Amazon	73
Shipping Services	USPS	40
Smartphones	Apple	60
Software & Apps	Turbo Tax	55
Tablet Computers	Amazon	66
Travel Websites	TripAdvisor	41

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%[^] = 10%^v

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 Satmetrix NPX, simple, complete, powerful software for driving customer experience success.

Start today: www.satmetrix.com