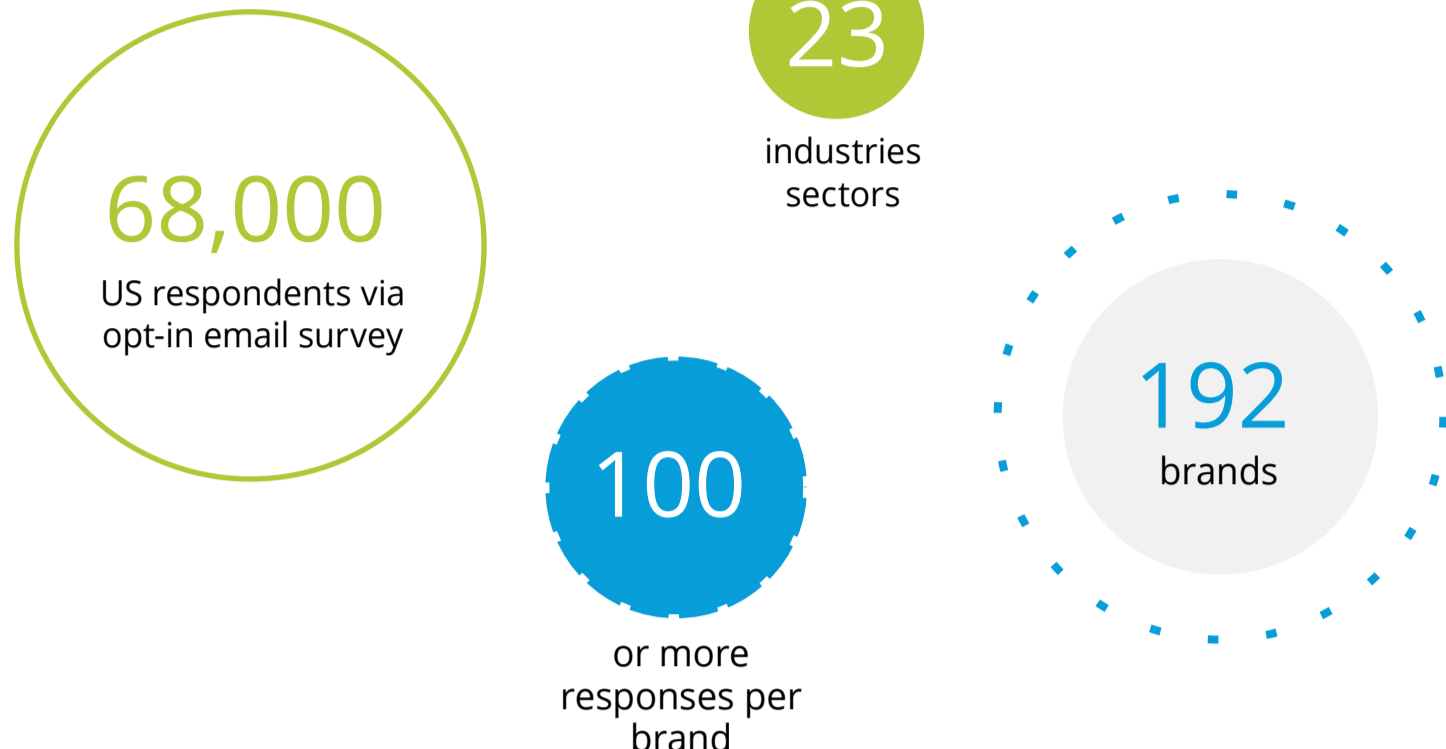


Net Promoter Benchmarks

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/



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)

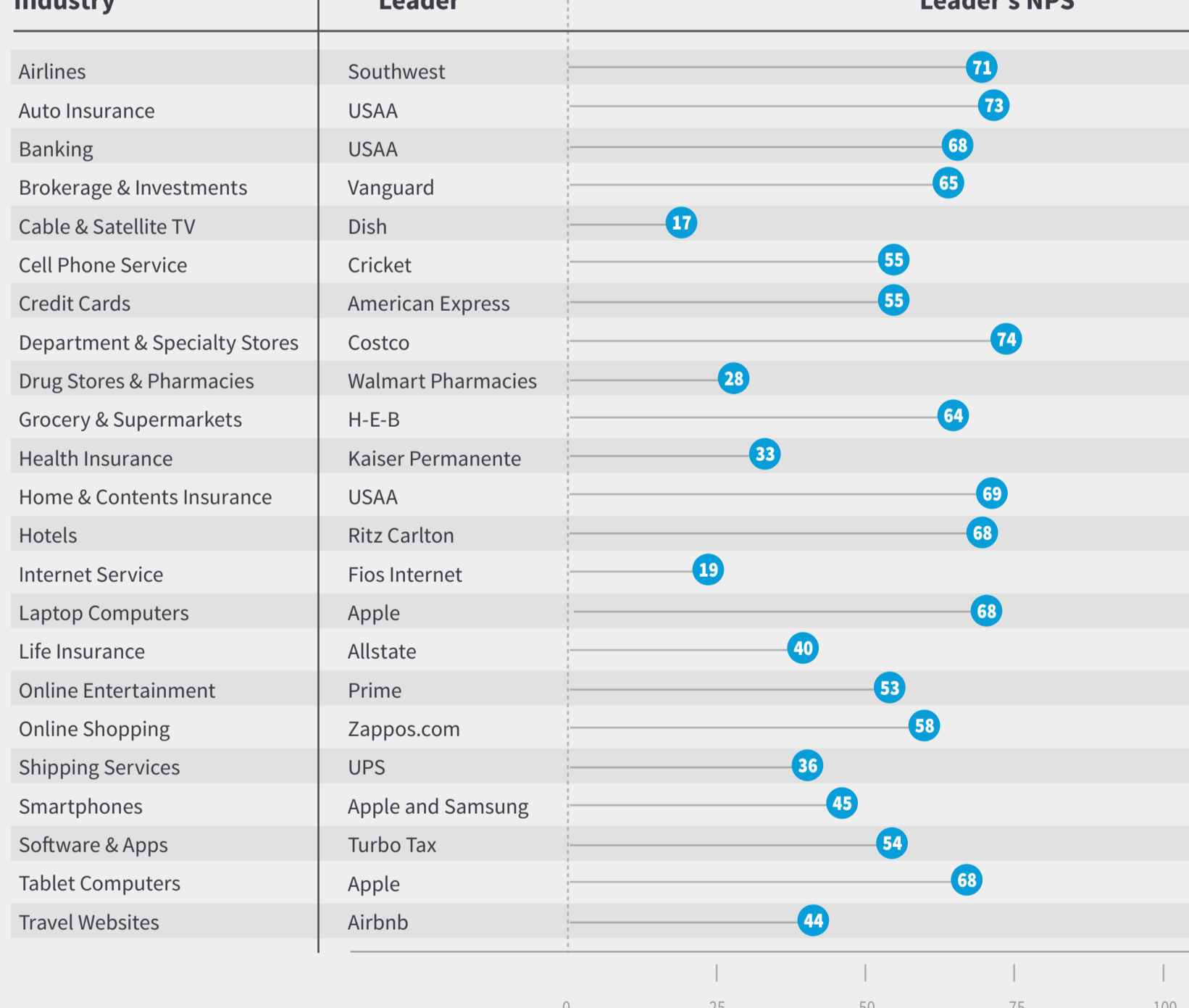
Average NPS by Industry

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.



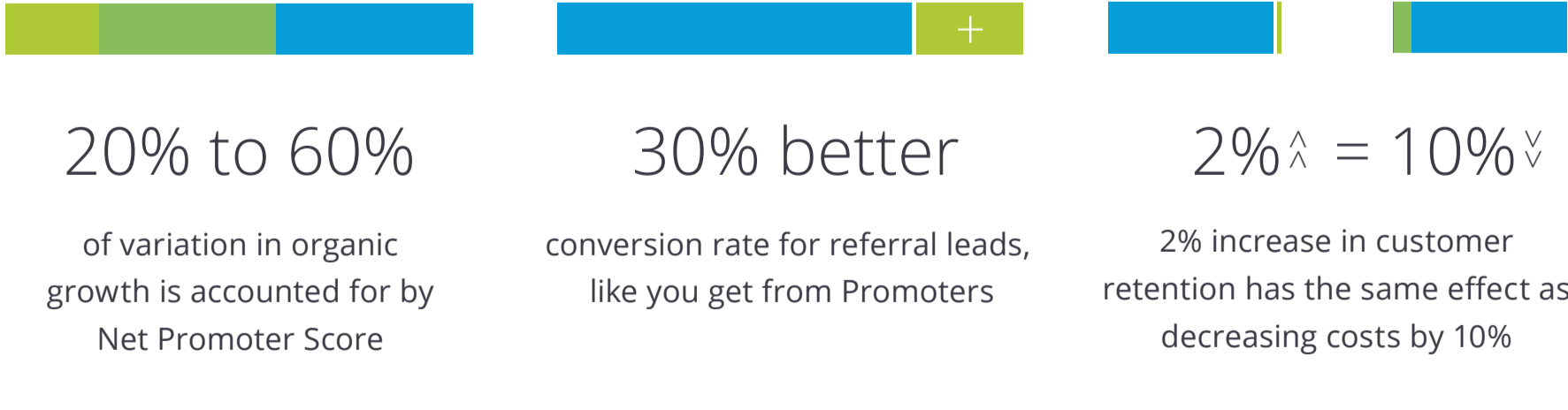
NPS Leaders by Industry

Congratulations to the NPS leaders for each industry.



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.



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