

U.S. Consumer 2021

# Net Promoter Benchmarks

For 20 years, NICE Satmetrix, the co-developer of Net Promoter®, has been publishing benchmarks for leading brands according to their Net Promoter Score® (NPS®). These benchmarks can be used 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 is this year's NPS benchmarking data at a glance. Purchase full reports in interactive format at [www.satmetrix.com/nps-benchmarks/](http://www.satmetrix.com/nps-benchmarks/)

Over **65,000** responses collected via opt-in email survey

**23**

different industry sectors

**221**

unique brands

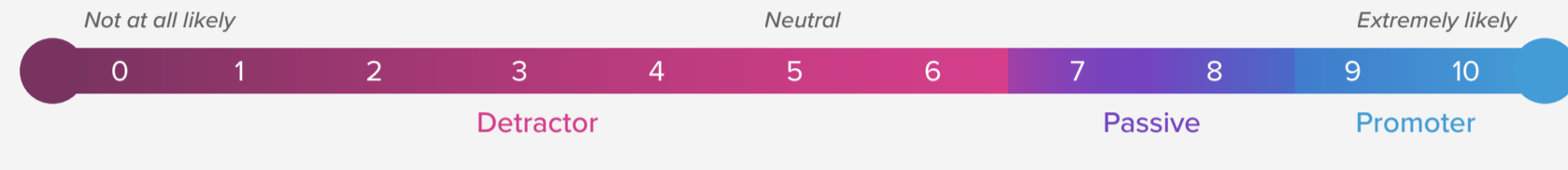
**295**

average responses per brand

## Net Promoter Score Defined

The Net Promoter question:

On a scale of 0-10, how likely is it that you would 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 reflected in the average scores for 23 industries. Knowing what similar companies have achieved can help to establish realistic goals for improvement - and realism is key to the long-term success of your program.



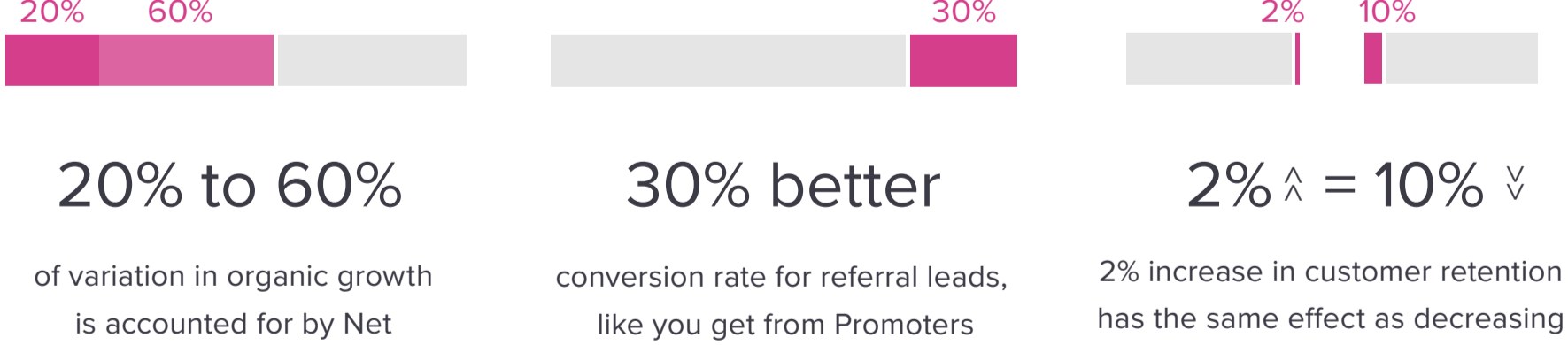
## NPS Leaders by Industry

Congratulations to the NPS leaders for each industry.

Industry	Leader	Leader's NPS
Airlines	Alaska	71
Auto Insurance	USAA	66
Banking	USAA	70
Brokerage & Investments	Vanguard	68
Cable & Satellite TV Service	AT&T TV	40
Cell Phone Service	Cricket Wireless	49
Computers & Tablets	Apple	60
Credit Cards	USAA	68
Department & Specialty Stores	Costco	80
Drug Stores & Pharmacies	Amazon Pharmacy	66
Grocery & Supermarkets	Wegmans	63
Health Insurance	Kaiser Permanente	48
Home & Contents Insurance	USAA	70
Hotels	Ritz Carlton	66
Internet Service	AT&T Fiber	27
Life Insurance	USAA	69
Online Entertainment	Apple Music	57
Online Shopping	Costco	59
Rideshare & Food Delivery	Lyft	51
Shipping Services	DHL	54
Smartphones	Samsung	58
Software & Apps	FlipBoard	55
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.



Purchase benchmark reports featuring interactive charts at [www.satmetrix.com/nps-benchmarks/](http://www.satmetrix.com/nps-benchmarks/)

## Ready to Beat These Scores?

Arm yourself with NICE Satmetrix for, simple, complete, powerful software for driving customer experience success. Feel the difference with a holistic understanding, designed for the complete customer journey, not just individual touchpoints.

Drive Customer Satisfaction, Loyalty, and Advocacy with NICE Satmetrix Customer Experience Management

Start today: [www.satmetrix.com](http://www.satmetrix.com)

SOURCES

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