

U.S. Consumer 2022

Net Promoter Benchmarks

For 21 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?

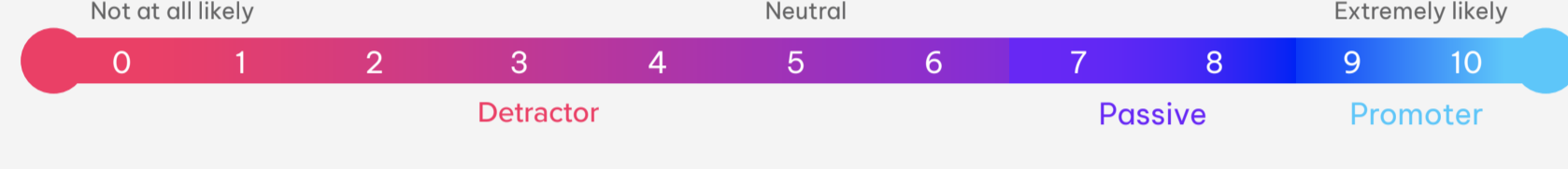
Here is this year's NPS benchmarking data at a glance. Purchase full reports in interactive format at www.satmetrix.com/nps-benchmarks



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	Southwest	59
Auto Insurance	USAA	65
Banking	USAA	72
Brokerage & Investments	Charles Schwab	60
Cable & Satellite TV Service	Verizon Fios TV	30
Cell Phone Service	Consumer Cellular	61
Computers & Tablets	Apple	60
Credit Cards	USAA	63
Department & Specialty Stores	Costco	80
Drug Stores & Pharmacies	Amazon Pharmacy	45
Grocery & Supermarkets	H-E-B	70
Health Insurance	Humana	43
Home & Contents Insurance	USAA	56
Hotels	Ritz Carlton	63
Internet Service	Verizon Fios Internet	31
Life Insurance	USAA	52
Online Entertainment	Apple Music	59
Online Shopping	samsclub.com	60
Rideshare & Food Delivery	Uber	35
Shipping Services	UPS	40
Smartphones	Samsung	64
Software & Apps	TurboTax	35
Travel Websites	VRBO	43

Purchase benchmark reports featuring interactive charts at 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

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