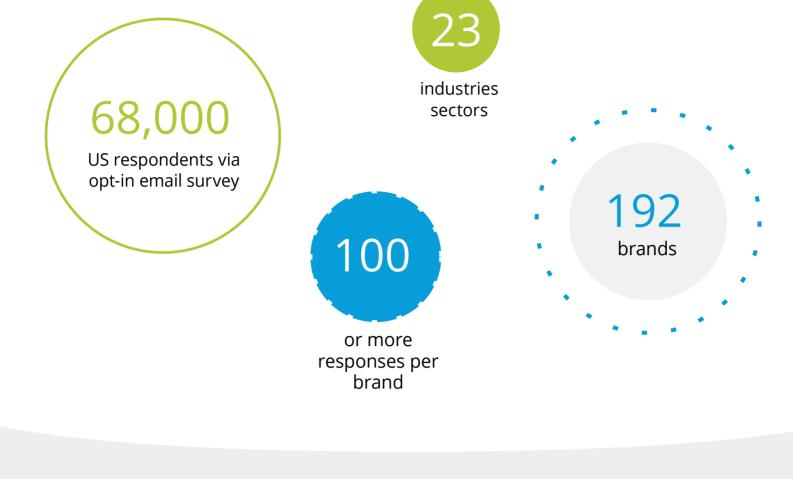
U.S. Consumer 2019

Net Promoter Benchmarks

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?

Each year NICE Satmetrix, the co-developer of

www.satmetrix.com/nps-benchmarks/



The Net Promoter question:

On a scale of 0-10, how likely would you be to recommend [brand] to a friend

Net Promoter Score Defined

or colleague?

2 10 **Detractor Passive Promoter**

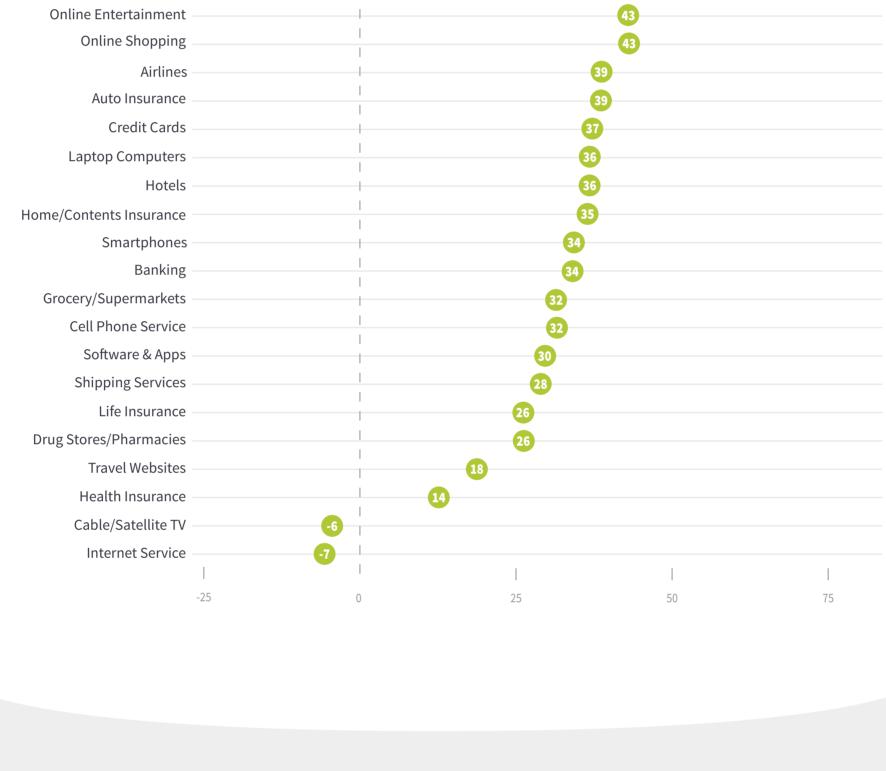


scores for 23 industries. Knowing what similar companies have achieved helps you to set realistic goals for improvement, and realism is key to the long-term success of your program.

Net Promoter Scores vary widely by industry, as you can see from the average

Average NPS by Industry

Department/Specialty Stores **Tablet Computers** Brokerage/Investments



USAA USAA Brokerage & Investments Vanguard 17

Southwest

Dish

Cricket

American Express

Airlines

Banking

Auto Insurance

Cable & Satellite TV

Cell Phone Service

20% to 60%

Credit Cards

NPS Leaders by Industry

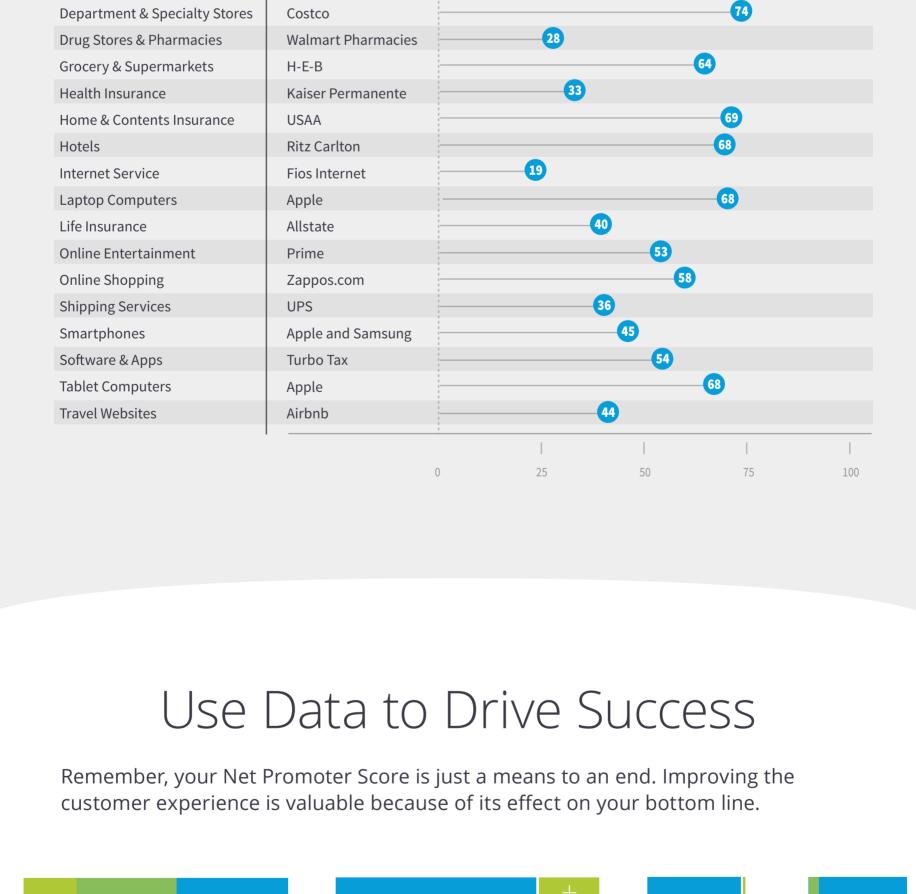
Congratulations to the NPS leaders for each industry.

71

55

55

73



2% increase in customer of variation in organic conversion rate for referral leads, growth is accounted for by like you get from Promoters retention has the same effect as Net Promoter Score decreasing costs by 10%

Purchase benchmark reports featuring interactive

charts at www.satmetrix.com/nps-benchmarks/

30% better

Arm yourself with NICE Satmetrix NPX, simple, complete,

Ready to Beat These Scores?

powerful software for driving customer experience success. Start today: www.satmetrix.com



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