



▶ Net Promoter Score
is the single most reliable indicator
of a company's ability to grow

Net Promoter[®] Industry Report 2008

**Computers
Business to Consumer**



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1.1. NET PROMOTER INDUSTRY DATA: OVERVIEW

The Net Promoter Industry Reports were developed by Satmetrix, the co-developer of Net Promoter, to help companies benchmark their Net Promoter Score (NPS) performance relative to others. The reports provide context on the range of NPS for major providers of products and services in a variety of industries. The reports also provide more detailed information on each of the companies included in the benchmark, including NPS, key attributes that drive recommend scores for each company, and performance (gap analysis) on a variety of customer experience attributes ranked by respondents.

Data for this report was collected in Q4 2007 using an opt-in email survey with individuals in the United States who indicated that they were familiar with the company's products and services, having purchased them as a personal consumer. The report includes companies for which 40 or more responses were received regarding the company's personal computer products. This tends to capture the largest companies operating in the market, but is subject to some variability based on the respondent sample. More information on the data collection methodology is available in section 3 (Appendix).

The following pages contain the NPS and associated data for each of the companies contained within this report, which include:

- Apple
- Dell
- HP
- Toshiba