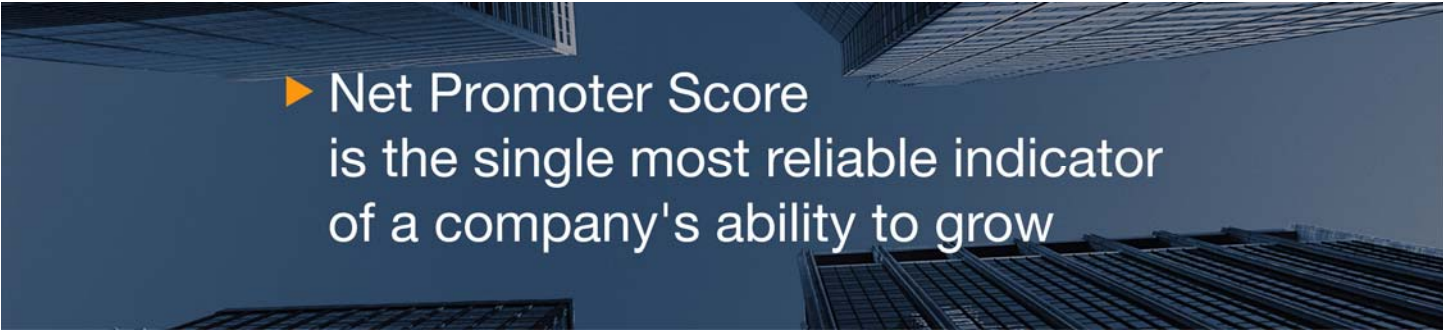


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- ▶ Net Promoter Score is the single most reliable indicator of a company's ability to grow

Net Promoter[®] Industry Report 2008

Financial Services – Credit Cards 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 consumer credit card products and services. 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 financial institutions contained within this report, which include:

- American Express
- Bank of America
- Capital One Financial
- Chase
- Citigroup
- Discover Financial Services
- Washington Mutual Bank
- Wells Fargo