Satmetrix®

U.S. CONSUMER

2016

NET PROMOTER BENCHMARKS
At a Glance

Each year Satmetrix, the co-developer of 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?

**Here's this year's NPS benchmarking data at a glance.
Full reports in interactive format at www.netpromoter.com**

44,000	**247**	**23**	**100**
US respondents via opt-in email survey	brands	industry sectors	or more responses per brand

Research conducted January/February
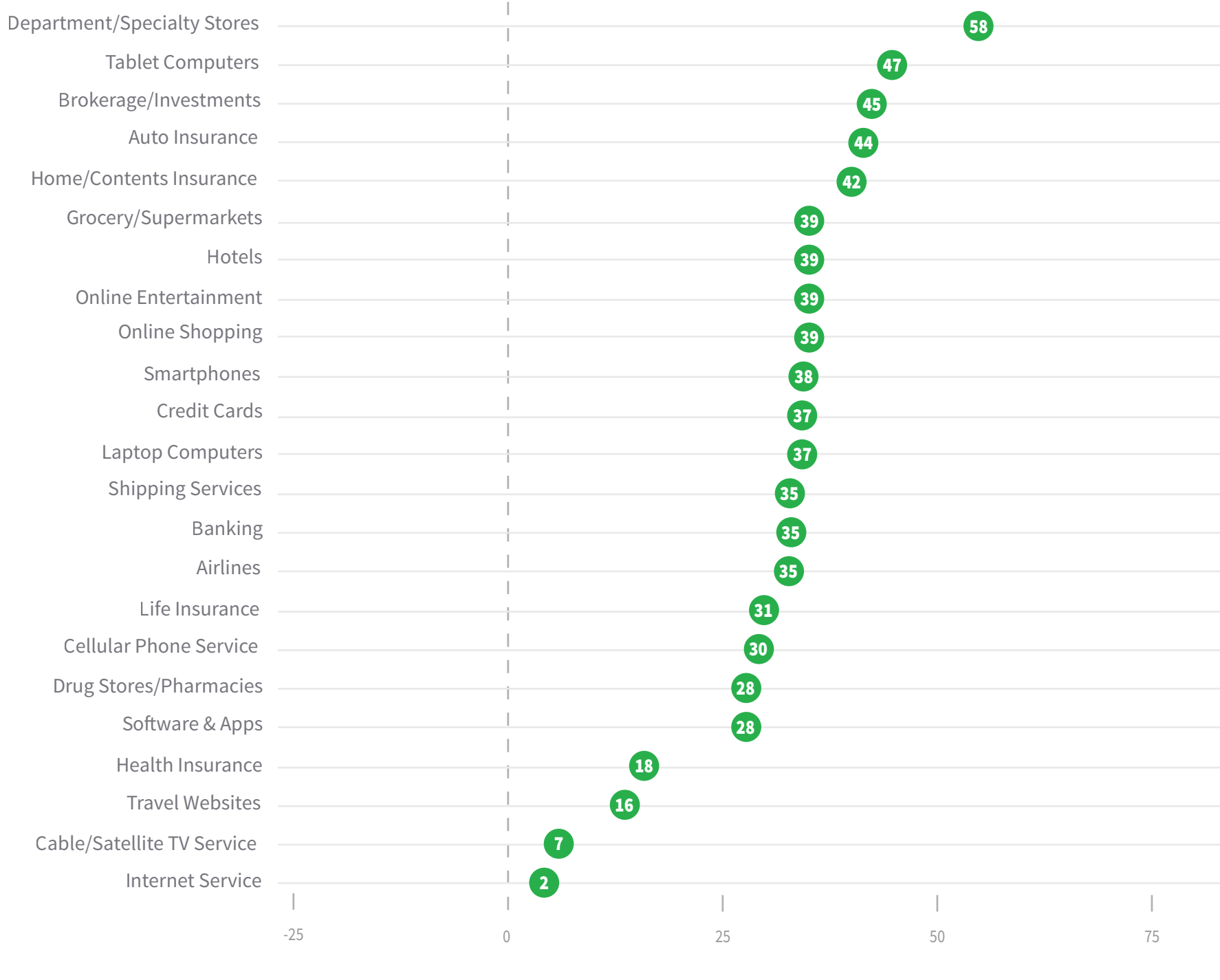
Net Promoter Score Defined

The Net Promoter question:
On a scale of 0-10, how likely would you be to recommend [company] to a friend or colleague?

0	1	2	3	4	5	6	7	8	9	10
			Detractor				Passive		Promoter	

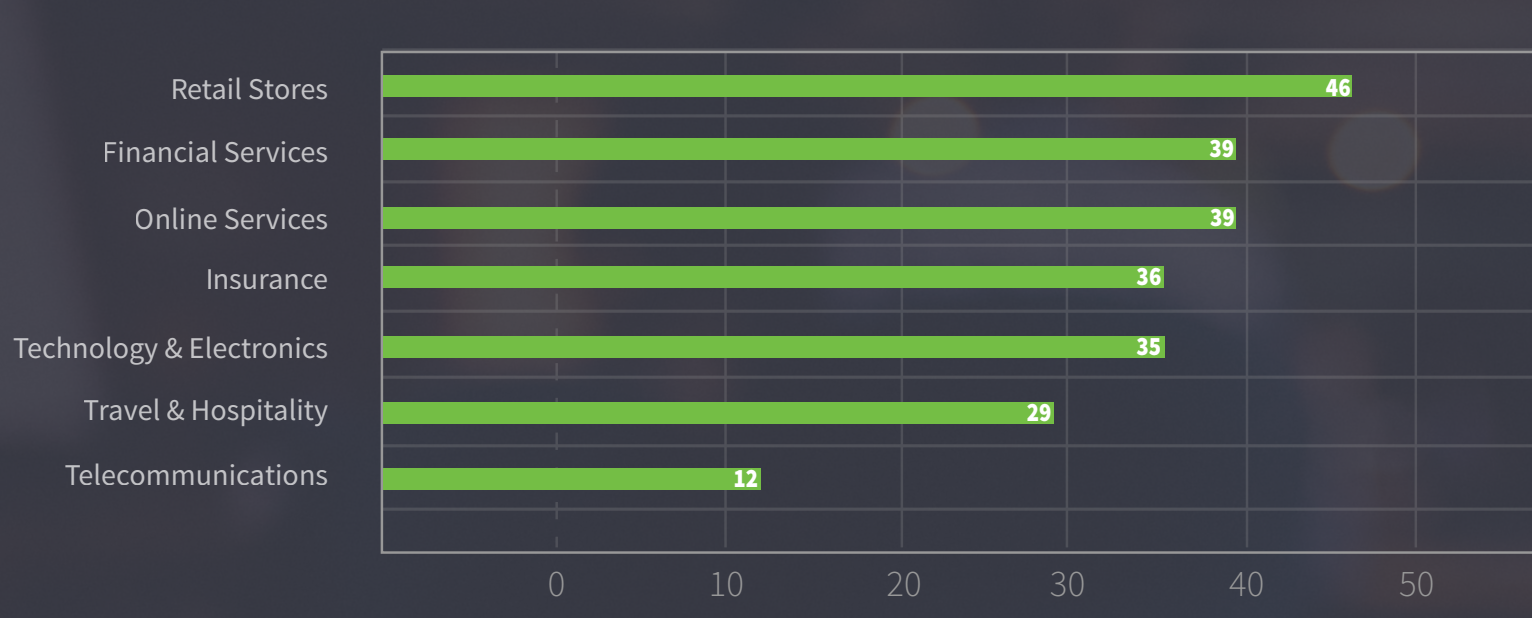**% PROMOTERS - % DETRACTORS = NPS (NET PROMOTER SCORE)**

Average NPS by Sector

Net Promoter Scores vary widely by industry and sectors, as you can see from the average scores for 23 sectors. 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.

Sector	NPS
Department/Specialty Stores	58
Tablet Computers	47
Brokerage/Investments	44
Auto Insurance	44
Home/Contents Insurance	43
Grocery/Supermarkets	39
Hotels	39
Online Entertainment	39
Online Shopping	39
Smartphones	38
Credit Cards	37
Laptop Computers	37
Shipping Services	36
Banking	35
Airlines	35
Life Insurance	31
Cellular Phone Service	28
Drug Stores/Pharmacies	28
Software & Apps	28
Health Insurance	16
Travel Websites	16
Cable/Satellite TV Service	7
Internet Service	2

-25   0   25   50   75

Average NPS by Industry

Here, we present average NPS score for broader industries.

NPS BY INDUSTRY:

Industry	NPS
Retail Stores	46
Financial Services	37
Online Services	33
Insurance	33
Technology & Electronics	33
Travel & Hospitality	23
Telecommunications	11

0   10   20   30   40   50

NPS Stars by Sector

Congratulations to the NPS leaders for each sector.

Industry	Leaders	Leaders NPS
Airlines	JetBlue	57
Auto Insurance	USAA	77
Banking	USAA	72
Brokerage & Investments	Vanguard	64
Cable & Satellite TV	Verizon	28
Cell Phone Service	Cricket	54
Credit Cards	Discover	53
Department & Specialty Stores	Nordstrom	69
Drug Stores & Pharmacies	Walmart Pharmacy	33
Grocery	H-E-B	63
Health Insurance	Kaiser Permanente	43
Home & Contents Insurance	USAA	75
Hotels	Ritz Carlton	72
Internet Service	Verizon	51
Laptop Computers	Apple	58
Life Insurance	State Farm	45
Online Entertainment	Netflix	64
Online Shopping	Amazon.com	65
Smartphones	Samsung	54
Software & Apps	TurboTax	57
Tablet Computers	Apple iPad/iPhone	69
Travel Websites	TripAdvisor	43

0   25   50   75   100

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.

20% to 60%	**30% better**	**2% ↑ = 10%**
of variation in organic growth is accounted for by Net Promoter Score	conversion rate for referral leads, like you get from Promoters	% increase in customer retention has the same effect as decreasing costs by 10%

**Full benchmark reports featuring interactive charts available at
www.netpromoter.com**

Ready to Beat These Scores?

Arm yourself with Satmetrix NPX, simple, complete, powerful software for driving customer experience success.
Start today: *www.satmetrix.com*

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SOURCES

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