



U.S. CONSUMER
2017
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.
Purchase full reports in interactive format at
www.satmetrix.com/nps-benchmarks/

65,200+

US respondents via
opt-in email survey

188

brands

23

industry
sectors

250

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?



$$\% \text{ PROMOTERS} - \% \text{ DETRACTORS} = \text{NPS (NET PROMOTER SCORE)}$$

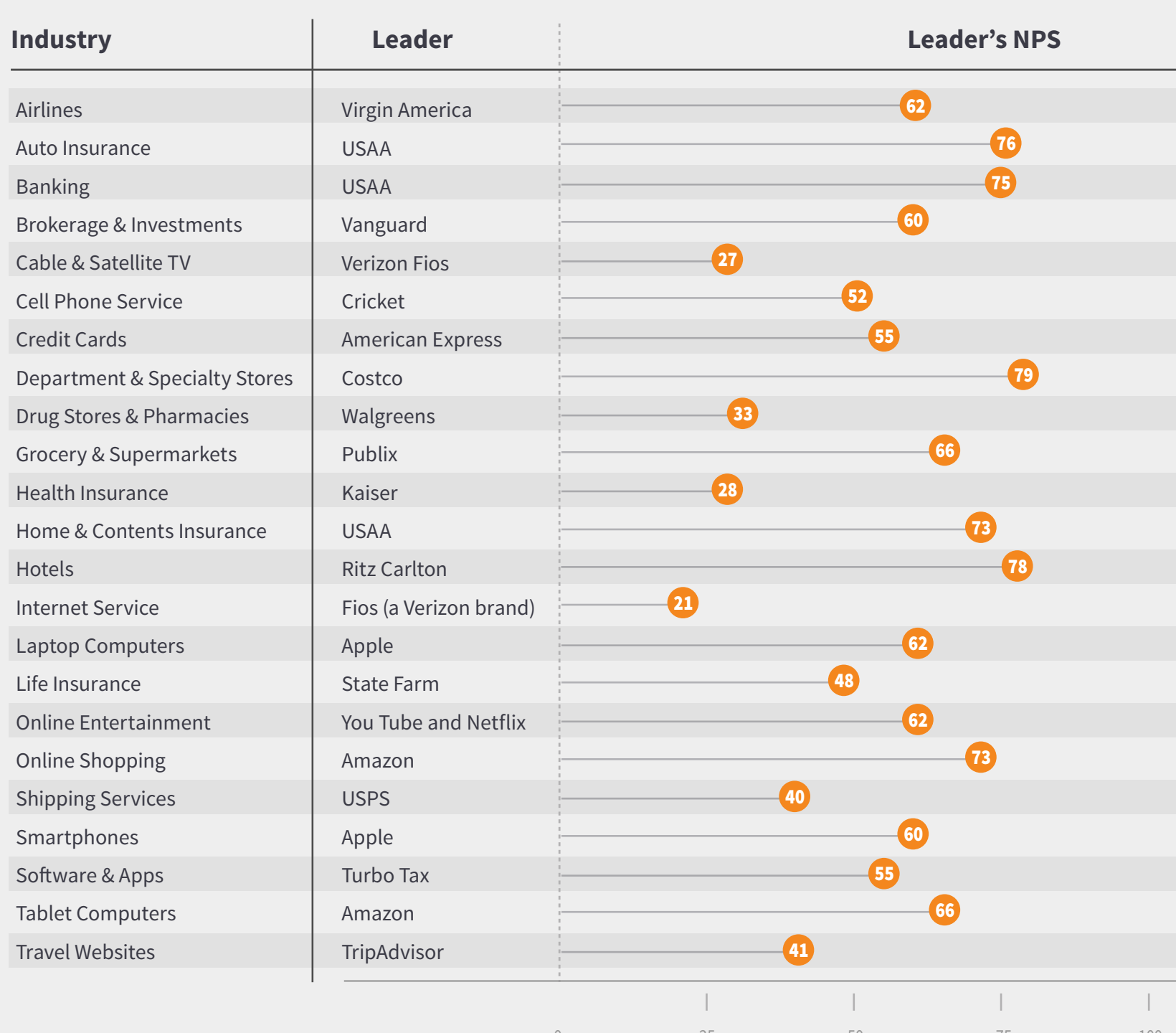
Average NPS by Sector

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.



NPS Leaders by Sector

Congratulations to the NPS leaders for each sector.



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%
of variation in organic growth is
accounted for by Net Promoter Score

30% better
conversion rate for referral leads,
like you get from Promoters

2%[^] = 10%^v
2% increase in customer retention has the
same effect as decreasing costs by 10%

Purchase benchmark reports featuring interactive
charts at www.satmetrix.com/nps-benchmarks/

Ready to Beat These Scores?

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

SOURCES

satmetrix.com | Satmetrix 2017 Consumer Net Promoter Benchmark Study

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