

U.S. Consumer 2020

# Net Promoter Benchmarks

For 20 years, NICE Satmetrix, the co-developer of Net Promoter®, has been publishing benchmarks for leading brands according to their Net Promoter Score® (NPS®). These benchmarks can be used 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 is this year's NPS benchmarking data at a glance. Purchase full reports in interactive format at [www.satmetrix.com/nps-benchmarks/](http://www.satmetrix.com/nps-benchmarks/)

Almost **66,000** responses collected via opt-in email survey

**23**

different industry sectors

**190**

unique brands

**225**

or more responses per brand

## Net Promoter Score Defined

The Net Promoter question:

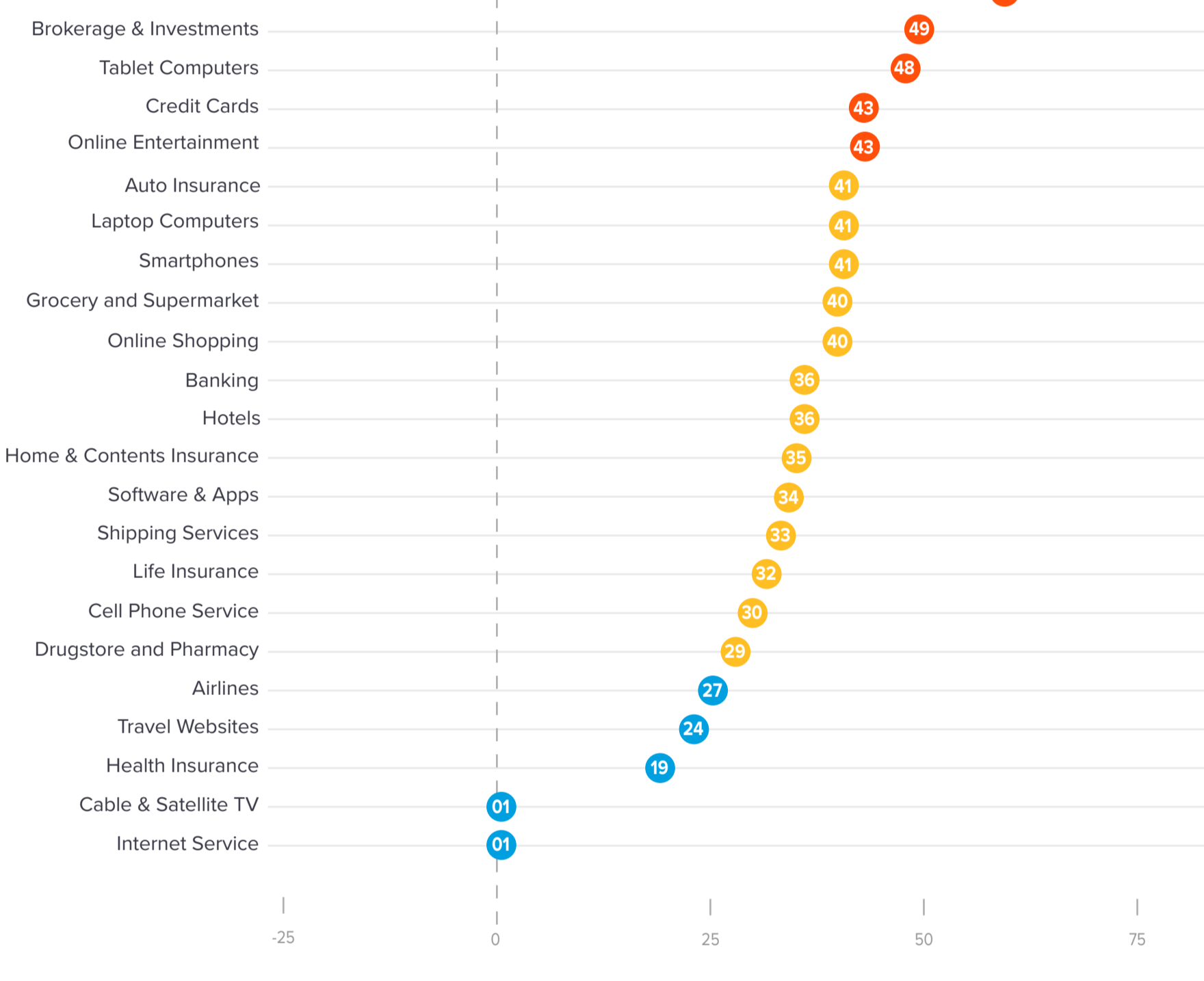
On a scale of 0-10, how likely is it that you would recommend [brand] to a friend or colleague?



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

## Average NPS by Industry

Net Promoter Scores vary widely by industry, as reflected in the average scores for 23 industries. Knowing what similar companies have achieved can help to establish realistic goals for improvement - and realism is key to the long-term success of your program.



## NPS Leaders by Industry

Congratulations to the NPS leaders for each industry.

Industry	Leader	Leader's NPS
Airlines	Southwest	71
Auto Insurance	USAA	73
Banking	USAA	69
Brokerage / Investments	Vanguard	67
Cable / Satellite TV	Verizon Fios	24
Cellular Phone Service	Cricket Wireless	54
Credit Cards	USAA	73
Department / Specialty Stores	Costco	76
Drug Stores / Pharmacies	Walmart Pharmacy	34
Grocery / Supermarkets	H-E-B	65
Health Insurance	Kaiser Permanente	34
Home / Contents Insurance	USAA	72
Hotels	Ritz Carlton	70
Internet Service	AT&T Fiber	20
Laptop Computers	Apple	62
Life Insurance	USAA	63
Online Entertainment	Apple Music	55
Online Shopping	samsclub.com	60
Shipping Services	DHL	38
Smartphones	Apple	51
Software & Apps	Turbo Tax	54
Tablet Computers	Apple	60
Travel Websites	AirBnB	43

## 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/](http://www.satmetrix.com/nps-benchmarks/)

## Ready to Beat These Scores?

Arm yourself with NICE Satmetrix NPX for, simple, complete, powerful software for driving customer experience success. Feel the difference with a holistic understanding, designed for the complete customer journey, not just individual touchpoints.

Drive Customer Satisfaction, Loyalty, and Advocacy with NICE Satmetrix Customer Experience Management

Start today: [www.satmetrix.com](http://www.satmetrix.com)

SOURCES

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