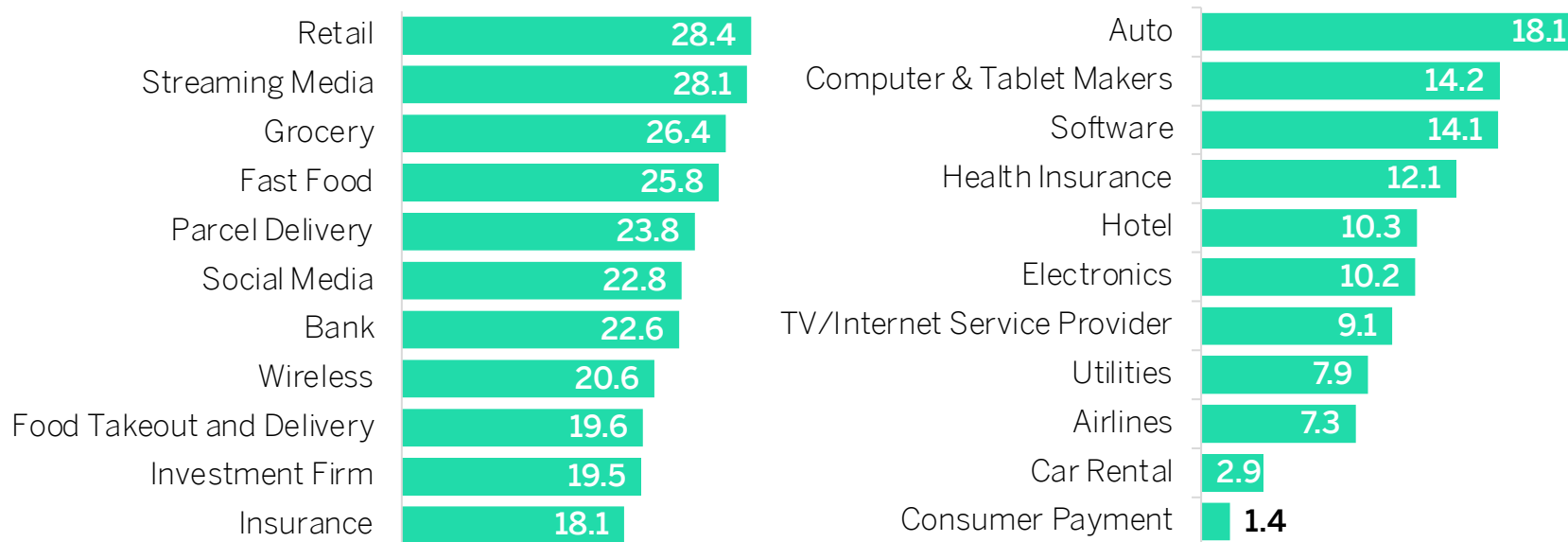


# XMI Customer Ratings – Consumer NPS®, 2022 (by industry)

The 2022 XMI Customer Ratings – Consumer NPS\* ranks the Net Promoter Score® of 353 companies across 22 industries.



Base: 10,000 U.S. Consumers, 353 organizations, 22 industries  
Source: Qualtrics XM Institute Q3 2022 U.S. Consumer Benchmark Study  
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\*The Ratings are calculate using the standard NPS® method. Net Promoter Score, Net Promoter, and NPS are registered trademarks of Bain & Company, Satmetrix, and Fred Reichheld.