



DATA SNAPSHOT

Economics of Net Promoter Score, 2024

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Executive Summary

KEY FINDINGS IN THIS REPORT

Many organizations across the United States use Net Promoter Score® (NPS®) as a key metric to understand customer loyalty and the quality of their customer experience. In this data snapshot, we examine the relationship between NPS and customer experience and share key insights on how loyalty differs according to NPS across 22 industries. Key findings include:

- + **NPS and CX are highly correlated.** Using the *XMI Customer Ratings – NPS* and the *XMI Customer Ratings – Overall* scores calculated for each company, we found that NPS and customer experience are highly correlated, with a Pearson correlation coefficient of 0.83.
- + **Grocery received the highest industry NPS.** The average NPS for the grocery industry is 30, the highest across all industries studied. Streaming media and retail come in second and third, respectively, each with a score of 29. At the other end of the spectrum, consumer payments (-6), car rentals (8), and TV/internet service providers (9) received the lowest scores.
- + **Consumer payments have the most to gain by converting detractors to promoters.** Compared to detractors, promoters of consumer payments brands say they are likely to purchase more from the company 6.8 times more frequently, the largest difference across all industries. The grocery industry has the smallest differential – promoters are likely to purchase more just 2.5 times more frequently than detractors.
- + **Social media has the largest trust differential.** Promoters of social media brands are significantly more likely to trust the company compared to detractors – they are 6.2 times as likely to trust, the largest gap in trust across all industries. Social media promoters also have the largest likelihood to forgive differential (6.2 times). Meanwhile, consumer payments promoters have the smallest forgiveness (2.3 times) and smallest trust (1.9 times) differentials.

STUDY KEY FACTS

- US consumer study
- Online panel study
- Conducted in Q3 of 2023
- 22 industries
- 351 brands
- 10,000 consumers

Economics of Net Promoter Score, 2024

STUDY OVERVIEW

The data for this report comes from a US Consumer study that Qualtrics XM Institute conducted in the third quarter of 2023. Using an online survey, XM Institute collected data from 10,000 consumers within the United States of America. To ensure that the data was reflective of the population within those countries, we set quotas for responses to match the gender, age, ethnicity, geographical region, and income according to the latest available U.S. Census.

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7. Economics of NPS: Electronics Industry
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16. Economics of NPS: Retail Industry
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21. Economics of NPS: Utilities Industry
22. Economics of NPS: Wireless Industry
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Economics of NPS: Airline Industry

KEY TAKEAWAYS

- + Airlines received an average NPS of **12**, 6 points lower than the 22-industry average NPS of 18 and the fifth-lowest industry score.
- + There is a strong positive correlation between a company's NPS and its performance on our *XM Customer Ratings - Overall* benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters are **4.1x** more likely to purchase more, **5x** more likely to trust, and **5.1x** more likely to forgive an airline if it makes a mistake.

ABOUT

Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2023 US Consumer Study

Airline NPS

Airline vs. 22-industry Avg

12

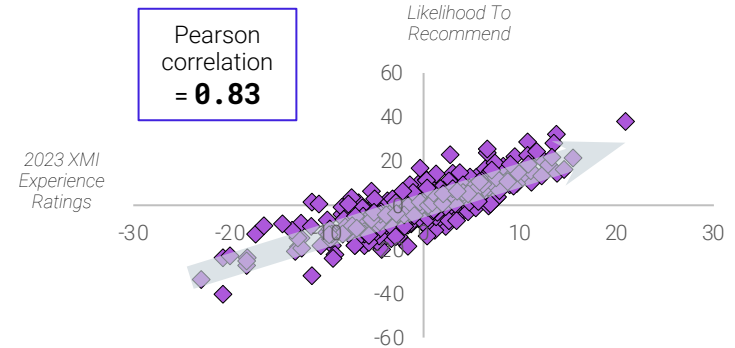
Average NPS across 9 airlines from 4,517 customers

18

Average NPS across 351 companies in 22 industries from 10,000 customers

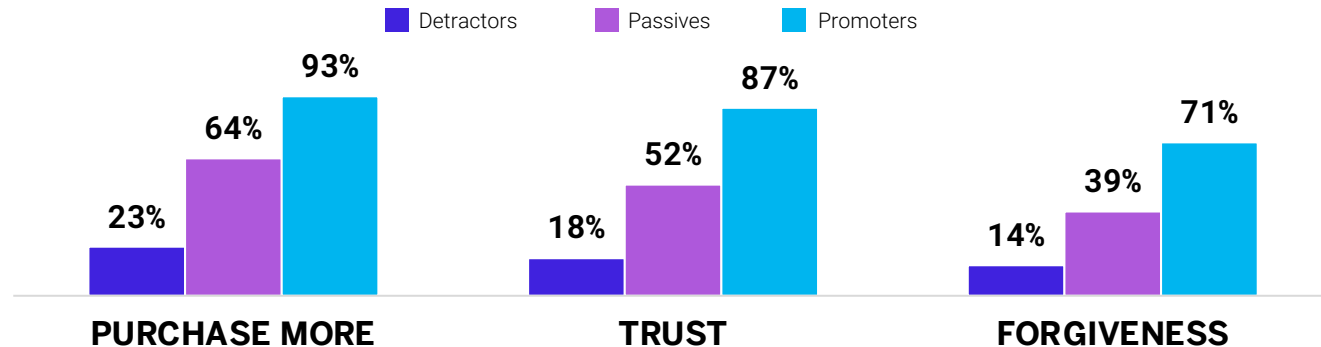
CX Correlates with NPS

351 Organizations Across 22 Industries



Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the airline, they trust the airline, and they will forgive the airline for a mistake:



Economics of NPS: Auto Industry

KEY TAKEAWAYS

- + Automotive brands received an average NPS of **22**, 4 points higher than the 22-industry average NPS of 18.
- + There is a strong positive correlation between a company's NPS and its performance on our *XM Customer Ratings - Overall* benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters are **3.9x** more likely to purchase more, **4.1x** more likely to trust, and **3.8x** more likely to forgive an automaker if it makes a mistake.

ABOUT

Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2023 US Consumer Study

Auto NPS

Auto vs. 22-industry Avg

22

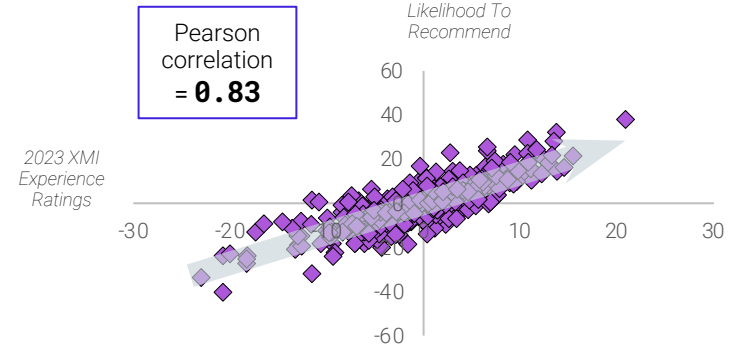
Average NPS across 18 automakers from 4,838 customers

18

Average NPS across 351 companies in 22 industries from 10,000 customers

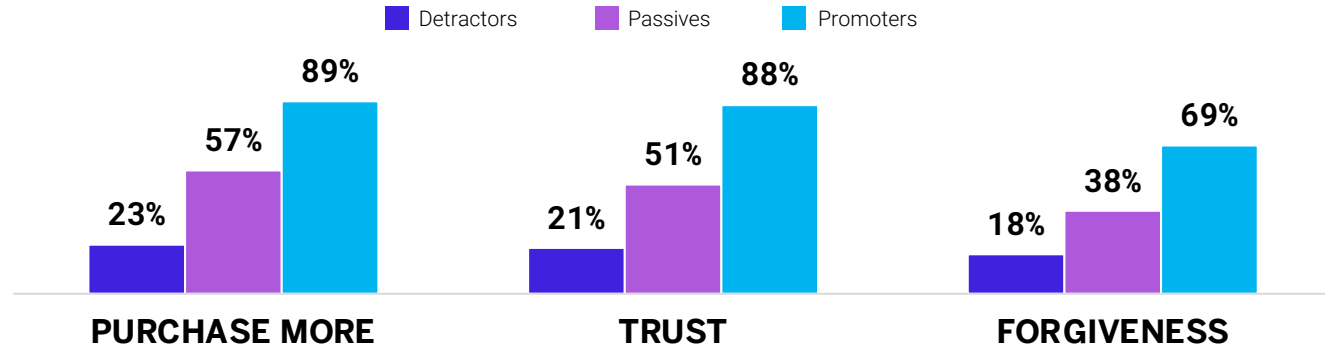
CX Correlates with NPS

351 Organizations Across 22 Industries



Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the automaker, they trust the automaker, and they will forgive the automaker for a mistake:



Economics of NPS: Banking Industry

KEY TAKEAWAYS

- + Banks received an average NPS of **24**, 6 points higher than the 22-industry average NPS of 18.
- + There is a strong positive correlation between a company's NPS and its performance on our *XMI Customer Ratings* – Overall benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters are **4.3x** more likely to purchase more, **4.2x** more likely to trust, and **5.1x** more likely to forgive a bank if it makes a mistake.

Banking NPS Banking vs. 22-industry Avg

24

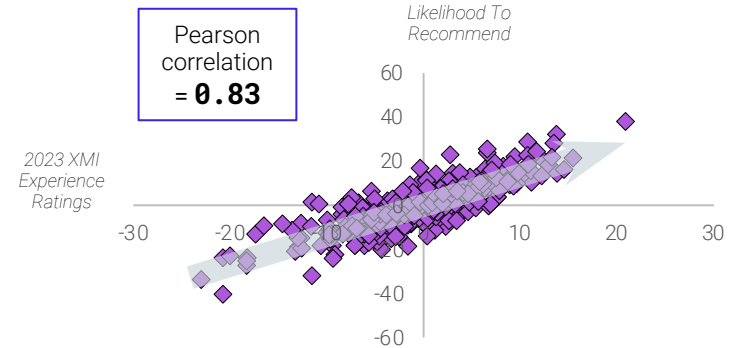
Average NPS across 15 banks
from 5,193 customers

18

Average NPS across 351 companies
in 22 industries from 10,000 customers

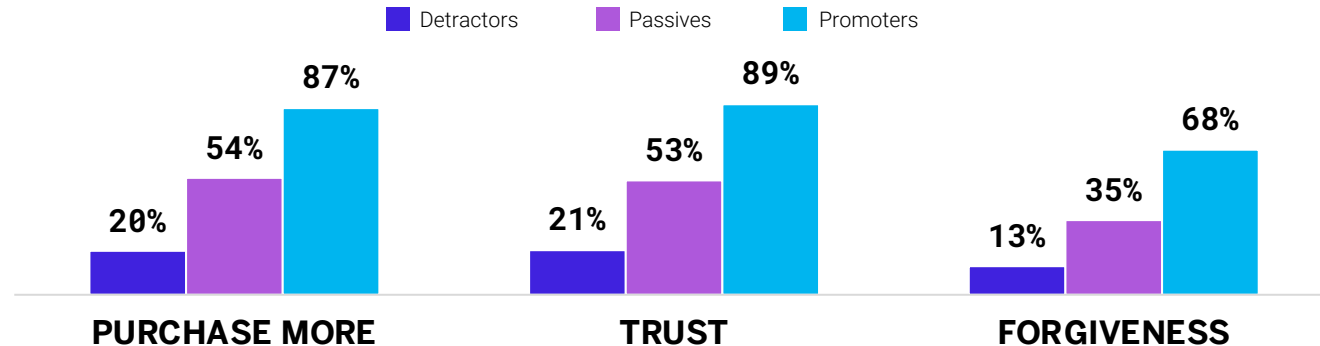
CX Correlates with NPS

351 Organizations Across 22 Industries



Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the bank, they trust the bank, and they will forgive the bank for a mistake:



ABOUT

Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2023 US
Consumer Study

Economics of NPS: Car Rental Industry

KEY TAKEAWAYS

- + Car rental companies received an average NPS of **8**, 10 points lower than the 22-industry average NPS of 18.
- + There is a strong positive correlation between a company's NPS and its performance on our *XM Customer Ratings - Overall* benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters are **3.6x** more likely to purchase more, **4x** more likely to trust, and **3.7x** more likely to forgive a car rental brand if it makes a mistake.

ABOUT

Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2023 US Consumer Study

Car Rental NPS

Car rental vs. 22-industry Avg

8

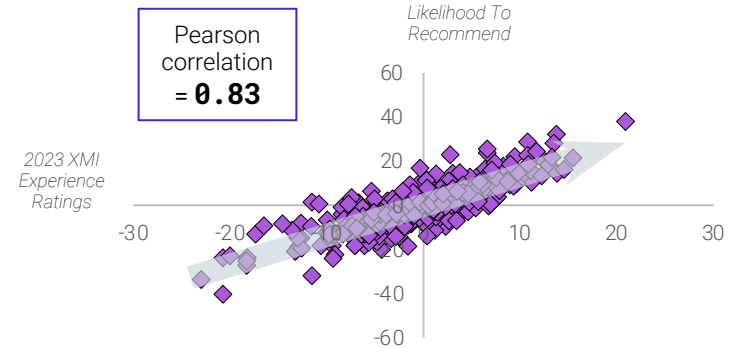
Average NPS across 14 car rental Brands from 4,152 customers

18

Average NPS across 351 companies in 22 industries from 10,000 customers

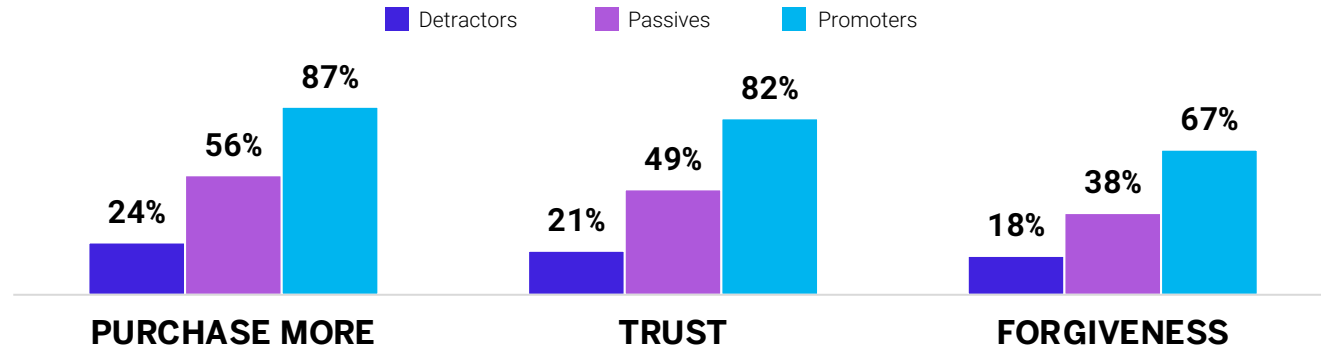
CX Correlates with NPS

351 Organizations Across 22 Industries



Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the car rental brand, they trust the brand, and they will forgive the brand for a mistake:



Economics of NPS: Computer & Tablet Maker Industry

KEY TAKEAWAYS

- + Computer and tablet makers received an average NPS of **15**, 3 points lower than the 22-industry average NPS of 18.
- + There is a strong positive correlation between a company's NPS and its performance on our *XMI Customer Ratings* – Overall benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters are **3.6x** more likely to purchase more, **4.4x** more likely to trust, and **4.1x** more likely to forgive a computer & tablet brand if it makes a mistake.

Computer & Tablet NPS

Computer & Tablet Maker vs. 22-industry Avg

15

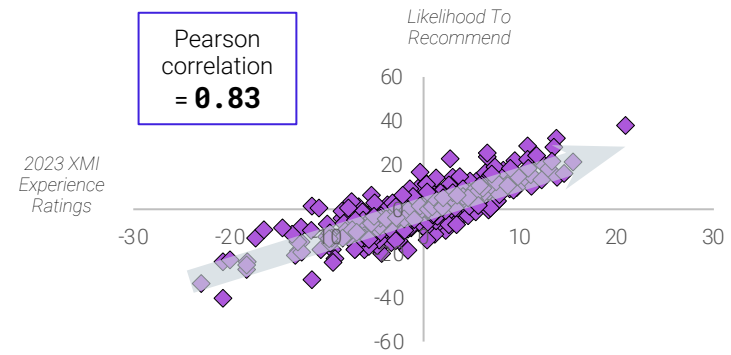
Average NPS across 13 computer & tablet makers from 4,152 customers

18

Average NPS across 351 companies in 22 industries from 10,000 customers

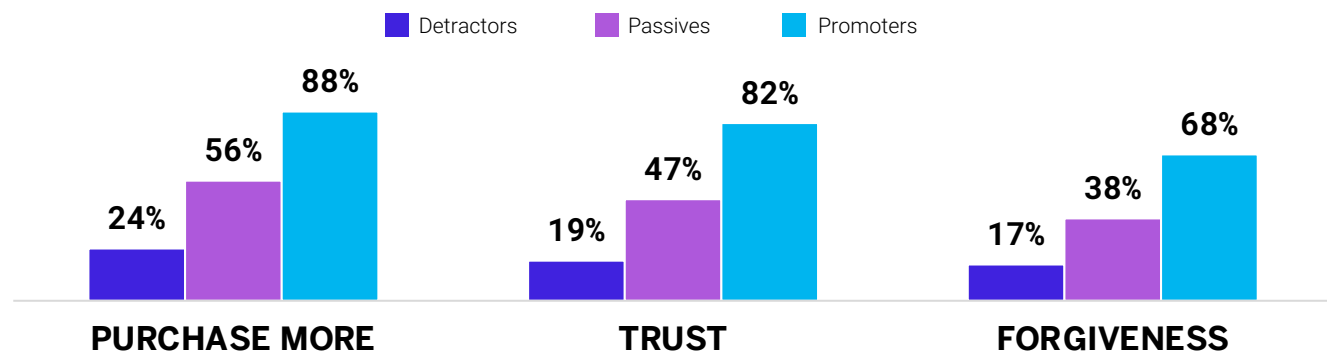
CX Correlates with NPS

351 Organizations Across 22 Industries



Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the computer and tablet brand, they trust the brand, and they will forgive the brand for a mistake:



ABOUT

Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2023 US Consumer Study
xminstitute.com

Economics of NPS: Consumer Payment Industry

KEY TAKEAWAYS

- + Consumer payment companies received an average NPS of **-6**, 24 points lower than the 22-industry average NPS of 18 and the lowest across all industries.
- + There is a strong positive correlation between a company's NPS and its performance on our *XM Customer Ratings - Overall* benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters are **6.8x** more likely to purchase more, **1.9x** more likely to trust, and **2.3x** more likely to forgive a consumer payments brand if it makes a mistake.

ABOUT

Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2023 US Consumer Study

Consumer Payment NPS

Consumer Payment vs.
22-industry Avg

-6

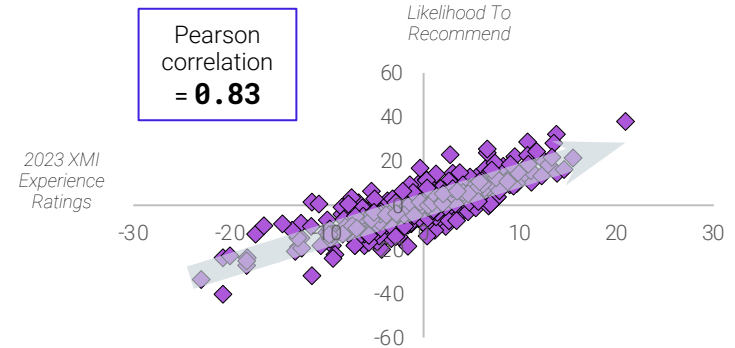
Average NPS across 17 consumer payment providers from 5,231 customers

18

Average NPS across 351 companies in 22 industries from 10,000 customers

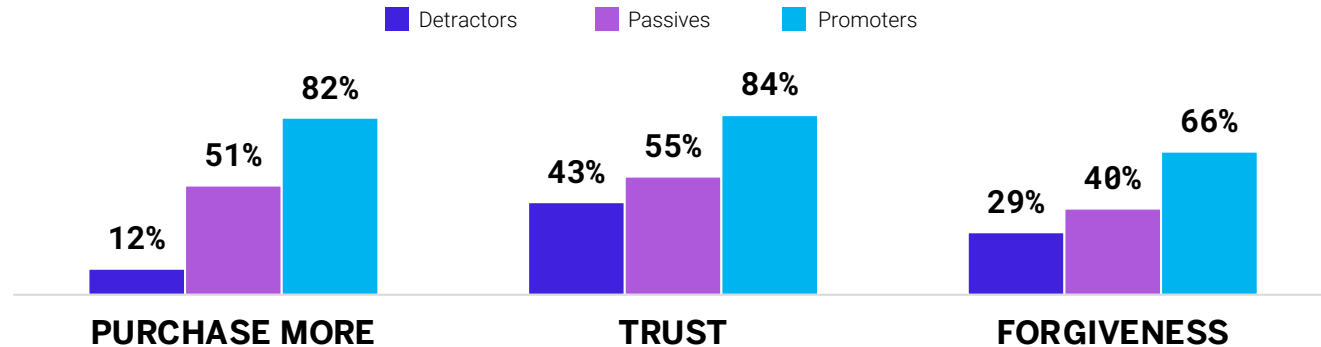
CX Correlates with NPS

351 Organizations Across 22 Industries



Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the consumer payment brand, they trust the consumer payment brand, and they will forgive the brand for a mistake:



Economics of NPS: Electronics Industry

KEY TAKEAWAYS

- + Electronics companies received an average NPS of **11**, 7 points lower than the 22-industry average NPS of 18 and the 4th lowest across all industries benchmarked.
- + There is a strong positive correlation between a company's NPS and its performance on our *XM Customer Ratings - Overall* benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters are **3.8x** more likely to purchase more, **4.3x** more likely to trust, and **3.8x** more likely to forgive an electronics brand if it makes a mistake.

ABOUT

Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2023 US Consumer Study

Electronics NPS

Electronics vs.
22-industry Avg

11

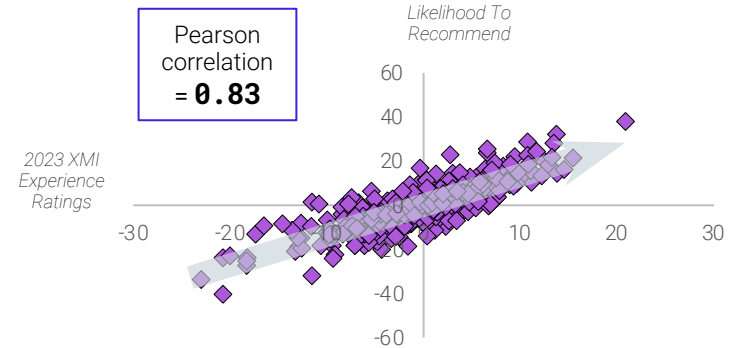
Average NPS across 13 electronics companies from 4,855 customers

18

Average NPS across 351 companies in 22 industries from 10,000 customers

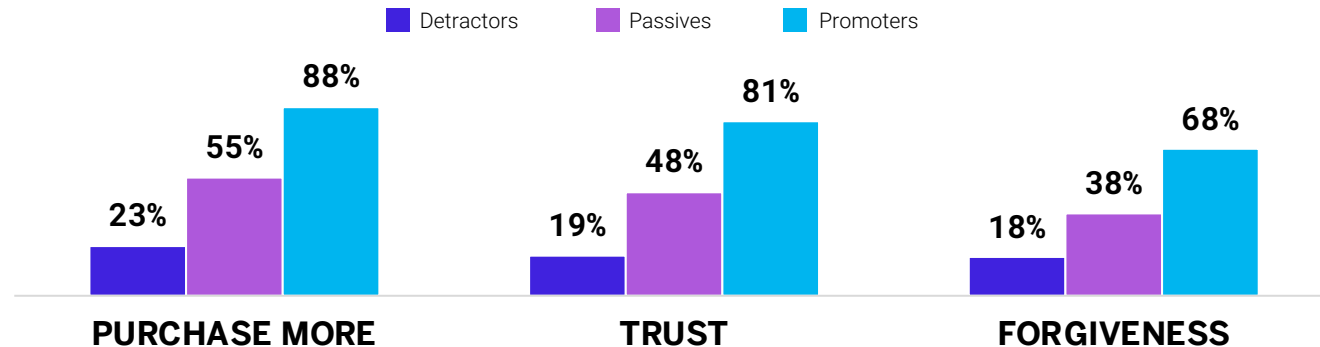
CX Correlates with NPS

351 Organizations Across 22 Industries



Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the electronics brand, they trust the electronics brand, and they will forgive the brand for a mistake:



Economics of NPS: Fast Food Industry

KEY TAKEAWAYS

- + Fast food restaurants received an average NPS of **25**, 7 points higher than the 22-industry average NPS of 18 and the 5th highest across all industries benchmarked.
- + There is a strong positive correlation between a company's NPS and its performance on our *XMI Customer Ratings - Overall* benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters are **2.9x** more likely to purchase more, **4.4x** more likely to trust, and **4.5x** more likely to forgive a fast food restaurant if it makes a mistake.

Fast Food NPS

Fast Food vs.
22-industry Avg

25

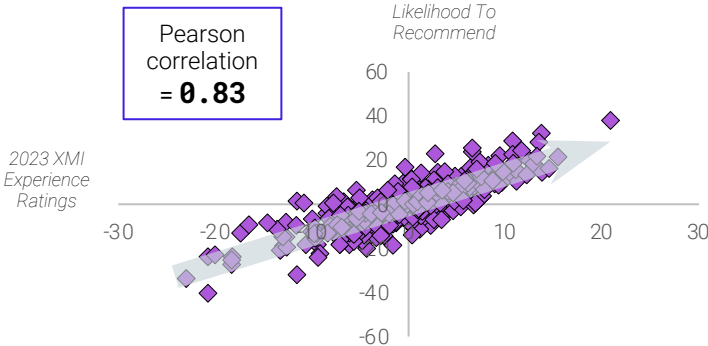
Average NPS across 24 fast food restaurants from 5,247 customers

18

Average NPS across 351 companies in 22 industries from 10,000 customers

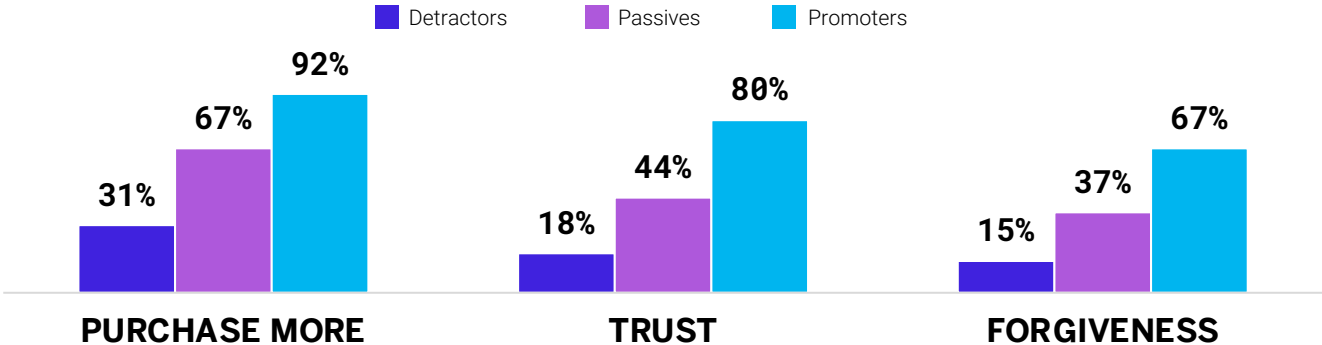
CX Correlates with NPS

351 Organizations Across 22 Industries



Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the fast food brand, they trust the fast food brand, and they will forgive the brand for a mistake:



ABOUT

Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2023 US Consumer Study

Economics of NPS: Food Takeout & Delivery Industry

KEY TAKEAWAYS

- + Food takeout & delivery brands received an average NPS of **26**, 8 points higher than the 22-industry average NPS of 18 and the 4th highest across all industries.
- + There is a strong positive correlation between a company's NPS and its performance on our *XMI Customer Ratings* – Overall benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters are **3.7x** more likely to purchase more, **4.3x** more likely to trust, and **4x** more likely to forgive a food takeout & delivery brand if it makes a mistake.

Takeout & Delivery NPS

Takeout & Delivery vs.
22-industry Avg

26

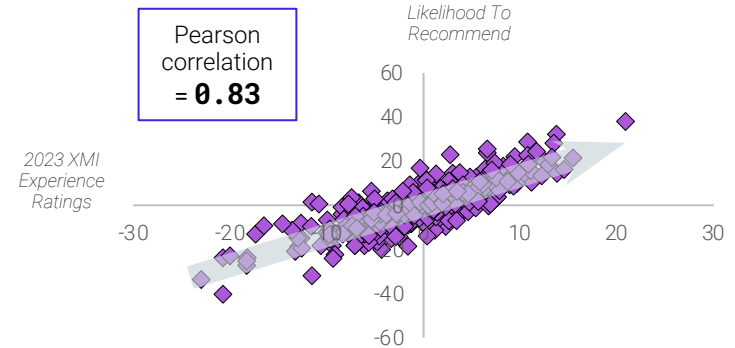
Average NPS across 24 takeout & Delivery brands from 5,247 customers

18

Average NPS across 351 companies in 22 industries from 10,000 customers

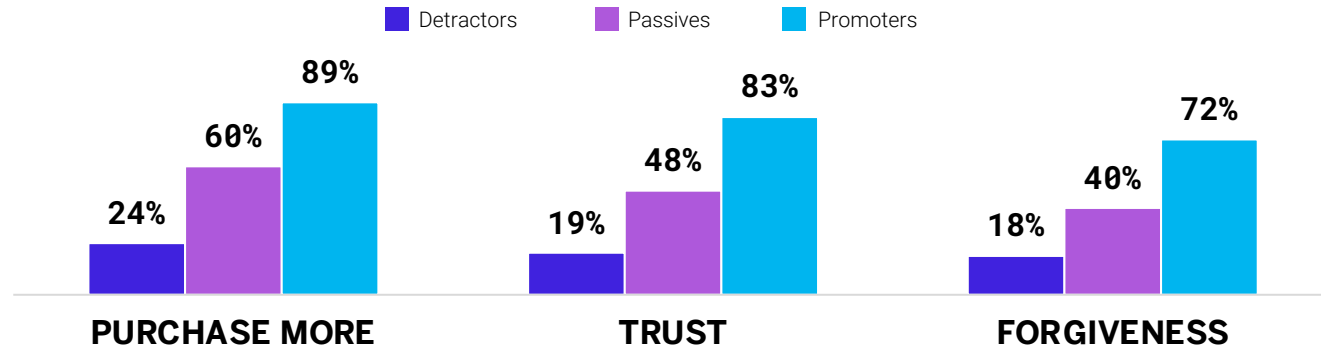
CX Correlates with NPS

351 Organizations Across 22 Industries



Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the food takeout & delivery brand, they trust the brand, and they will forgive the brand for a mistake:



ABOUT

Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2023 US Consumer Study

Economics of NPS: Grocery Industry

KEY TAKEAWAYS

- + Grocery brands received an average NPS of **30**, 12 points higher than the 22-industry average NPS of 18 and the highest across all industries benchmarked.
- + There is a strong positive correlation between a company's NPS and its performance on our *XMI Customer Ratings - Overall* benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters are **2.5x** more likely to purchase more, **3.2x** more likely to trust, and **3.4x** more likely to forgive a grocery brand if it makes a mistake.

Grocery NPS

Grocery vs.
22-industry Avg

30

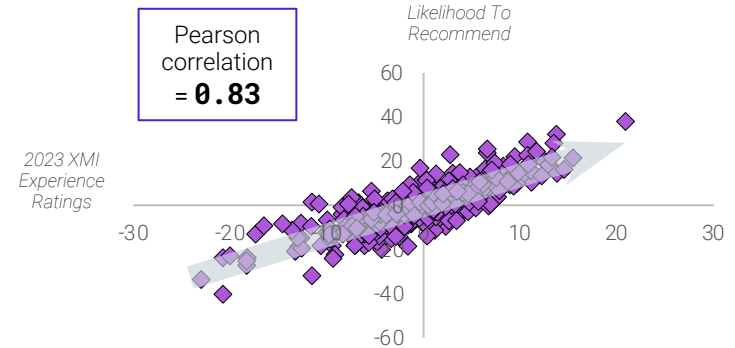
Average NPS across 20 grocery stores from 5,254 customers

18

Average NPS across 351 companies in 22 industries from 10,000 customers

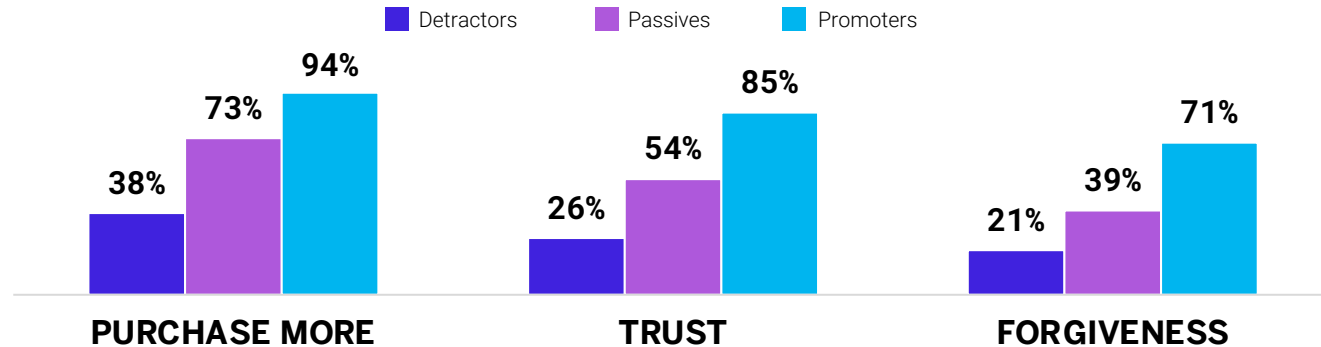
CX Correlates with NPS

351 Organizations Across 22 Industries



Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the grocery brand, they trust the grocery brand, and they will forgive the brand for a mistake:



ABOUT

Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2023 US Consumer Study

Economics of NPS: Health Insurance Industry

KEY TAKEAWAYS

- + Health insurers received an average NPS of **15**, 3 points lower than the 22-industry average NPS of 18.
- + There is a strong positive correlation between a company's NPS and its performance on our *XMI Customer Ratings* – Overall benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters are **4x** more likely to purchase more, **3.8x** more likely to trust, and **4.4x** more likely to forgive a health insurer if it makes a mistake.

ABOUT

Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2023 US Consumer Study

Health Insurance NPS

Health Insurance vs.
22-industry Avg

15

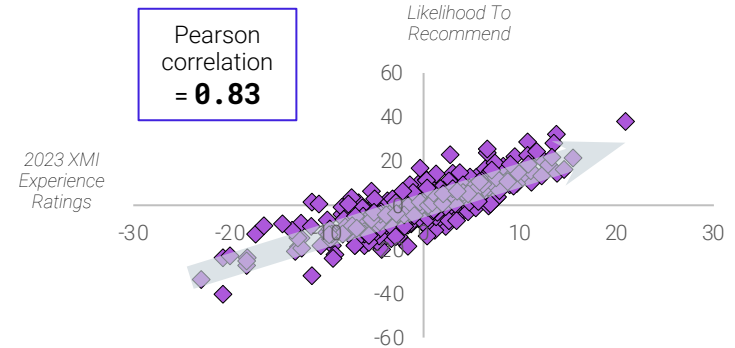
Average NPS across 15 health insurers from 5,251 customers

18

Average NPS across 351 companies in 22 industries from 10,000 customers

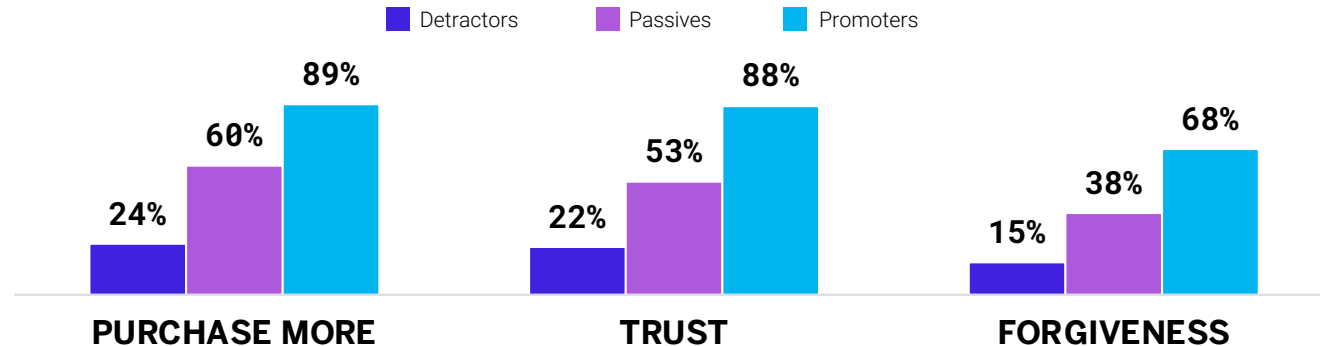
CX Correlates with NPS

351 Organizations Across 22 Industries



Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the health insurer, they trust the health insurer, and they will forgive the health insurer for a mistake:



Economics of NPS: Hotel Industry

KEY TAKEAWAYS

- + Hotel brands received an average NPS of **14**, 4 points lower than the 22-industry average NPS of 18.
- + There is a strong positive correlation between a company's NPS and its performance on our *XMI Customer Ratings* – Overall benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters are **4x** more likely to purchase more, **3.8x** more likely to trust, and **3.9x** more likely to forgive a hotel brand if it makes a mistake.

Hotel NPS

Hotel vs.
22-industry Avg

14

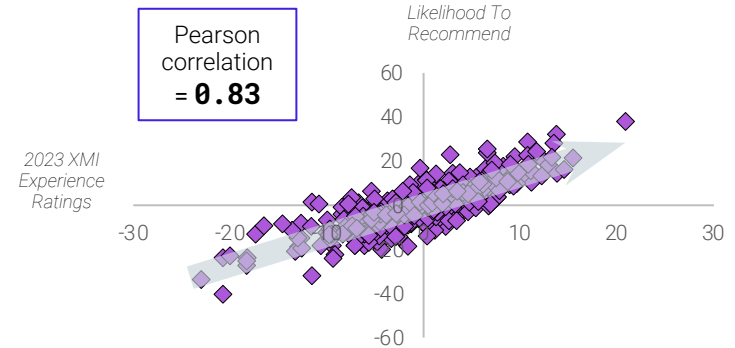
Average NPS across 22 hotel brands from 4,553 customers

18

Average NPS across 351 companies in 22 industries from 10,000 customers

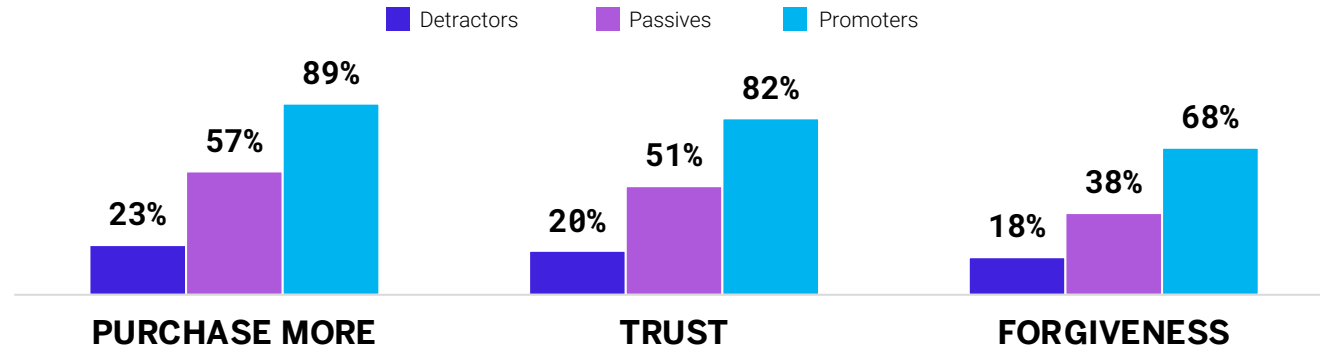
CX Correlates with NPS

351 Organizations Across 22 Industries



Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the hotel brand, they trust the brand, and they will forgive the brand for a mistake:



ABOUT

Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2023 US Consumer Study

Economics of NPS: Insurance Industry

KEY TAKEAWAYS

- + Insurers received an average NPS of **15**, 3 points lower than the 22-industry average NPS of 18.
- + There is a strong positive correlation between a company's NPS and its performance on our *XMI Customer Ratings* – Overall benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters are **5x** more likely to purchase more, **3.8x** more likely to trust, and **4.6x** more likely to forgive an insurer if it makes a mistake.

Insurance NPS

Insurance vs.
22-industry Avg

15

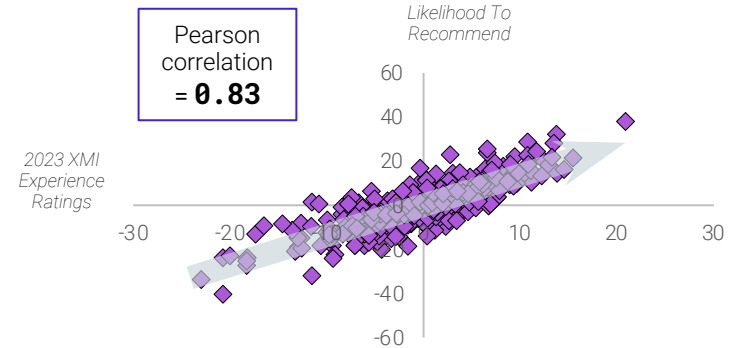
Average NPS across 18 insurers
from 4,849 customers

18

Average NPS across 351 companies
in 22 industries from 10,000 customers

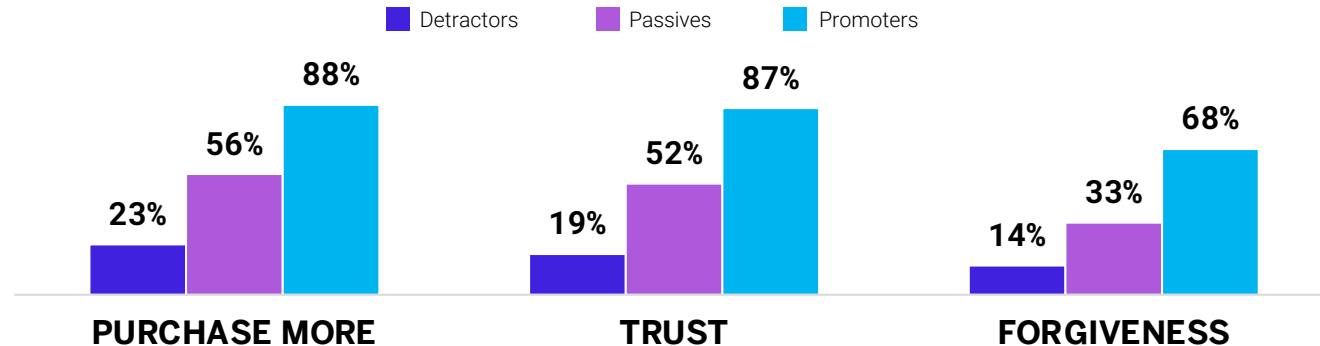
CX Correlates with NPS

351 Organizations Across 22 Industries



Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the insurer, they trust the insurer, and they will forgive the insurer for a mistake:



ABOUT

Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2023 US
Consumer Study

Economics of NPS: Investment Industry

KEY TAKEAWAYS

- + Investment firms received an average NPS of **22**, 4 points higher than the 22-industry average NPS of 18.
- + There is a strong positive correlation between a company's NPS and its performance on our *XMI Customer Ratings - Overall* benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters are **3.9x** more likely to purchase more, **3.5x** more likely to trust, and **4x** more likely to forgive an investment firm if it makes a mistake.

ABOUT

Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2023 US Consumer Study
[xminstitute.com](https://www.xminstitute.com)

Investment NPS

Investment vs.
22-industry Avg

22

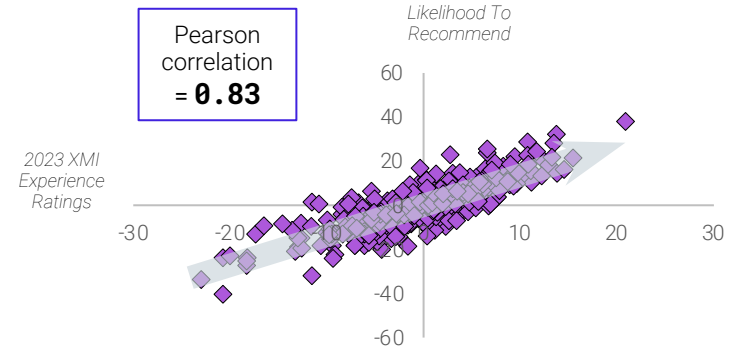
Average NPS across 13 investment firms from 4,810 customers

18

Average NPS across 351 companies in 22 industries from 10,000 customers

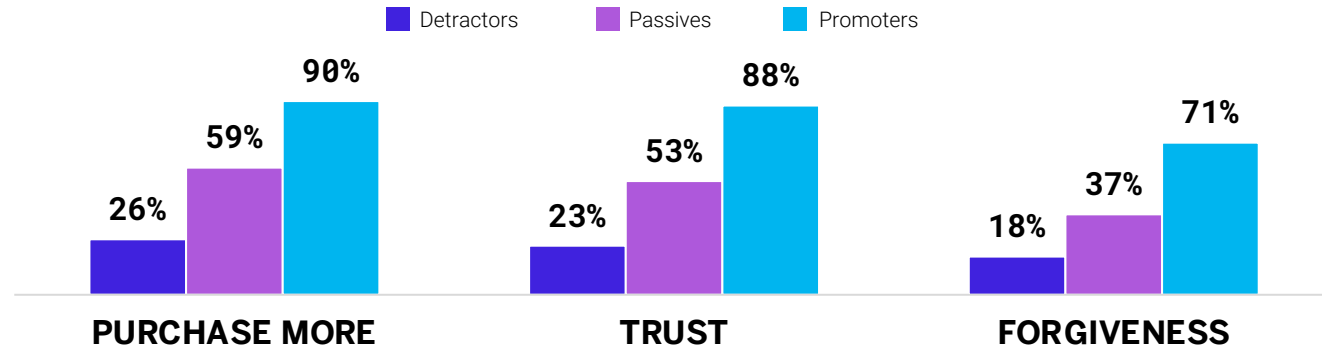
CX Correlates with NPS

351 Organizations Across 22 Industries



Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the Investment firm, they trust the firm, and they will forgive the firm for a mistake:



Economics of NPS: Parcel Delivery Industry

KEY TAKEAWAYS

- + Parcel delivery service providers received an average NPS of **24**, 6 points higher than the 22-industry average NPS of 18 and the 6th highest across all industries.
- + There is a strong positive correlation between a company's NPS and its performance on our *XMI Customer Ratings – Overall* benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters are **2.9x** more likely to purchase more, **4.1x** more likely to trust, and **3.7x** more likely to forgive a parcel delivery service if it makes a mistake.

Parcel Delivery NPS

Parcel Delivery vs.
22-industry Avg

24

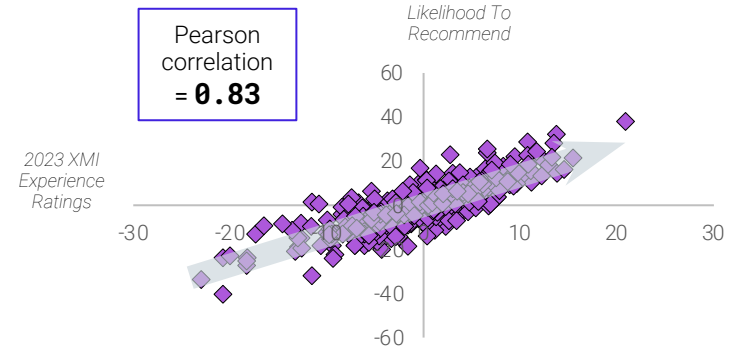
Average NPS across 5 parcel delivery services from 5,288 customers

18

Average NPS across 351 companies in 22 industries from 10,000 customers

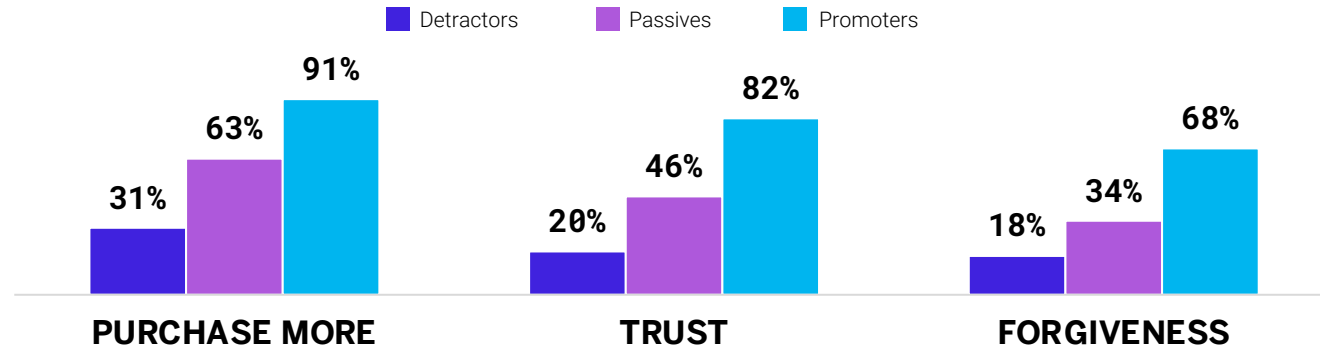
CX Correlates with NPS

351 Organizations Across 22 Industries



Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the parcel delivery service provider, they trust the provider, and they will forgive the provider for a mistake:



ABOUT

Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2023 US Consumer Study

Economics of NPS: Retail Industry

KEY TAKEAWAYS

- + Retailers received an average NPS of **29**, 11 points higher than the 22-industry average NPS of 18 and the 3rd highest across all industries.
- + There is a strong positive correlation between a company's NPS and its performance on our *XM Customer Ratings - Overall* benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters are **2.8x** more likely to purchase more, **4.3x** more likely to trust, and **4.2x** more likely to forgive a retailer if it makes a mistake.

ABOUT

Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2023 US Consumer Study
[xminstitute.com](https://www.xminstitute.com)

Retail NPS

Retail vs.
22-industry Avg

29

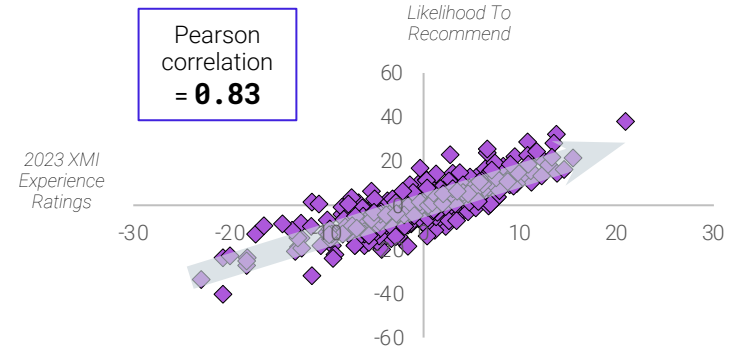
Average NPS across 41 retailers
from 10,449 customers

18

Average NPS across 351 companies
in 22 industries from 10,000 customers

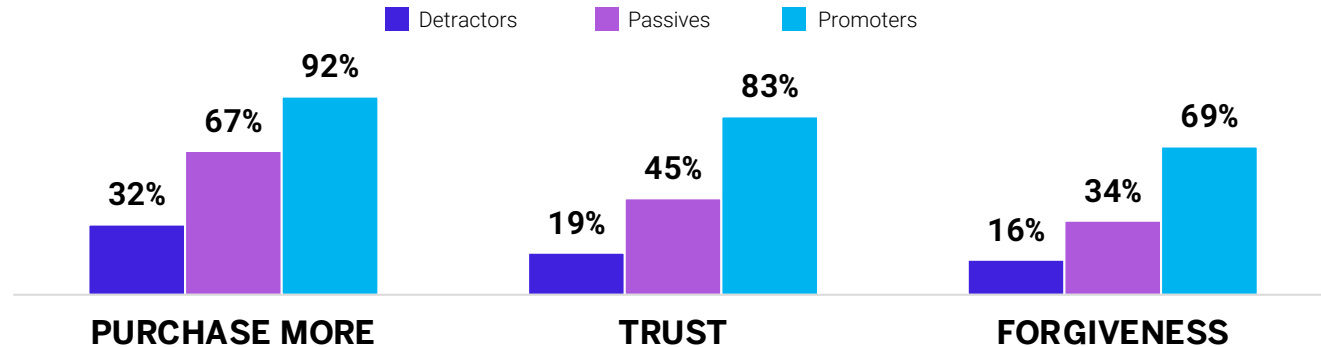
CX Correlates with NPS

351 Organizations Across 22 Industries



Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the retailer, they trust the retailer, and they will forgive the retailer for a mistake:



Economics of NPS: Software Industry

KEY TAKEAWAYS

- + Software firms received an average NPS of **16**, 2 points higher than the 22-industry average NPS of 18.
- + There is a strong positive correlation between a company's NPS and its performance on our *XMI Customer Ratings* – Overall benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters are **4x** more likely to purchase more, **4.7x** more likely to trust, and **4.3x** more likely to forgive a software firm if it makes a mistake.

ABOUT

Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2023 US
Consumer Study

Software NPS

Software vs.
22-industry Avg

16

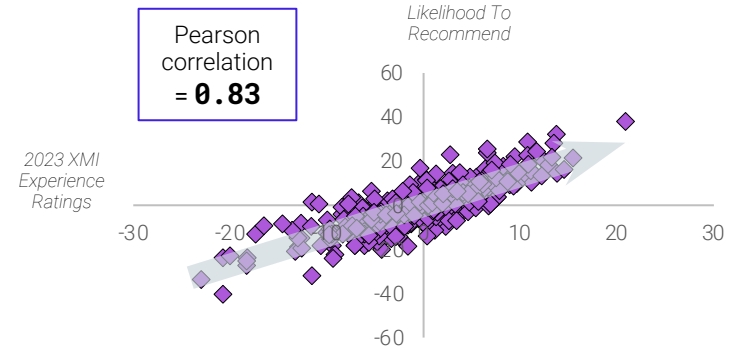
Average NPS across 11 software
firms from 5,105 customers

18

Average NPS across 351 companies
in 22 industries from 10,000 customers

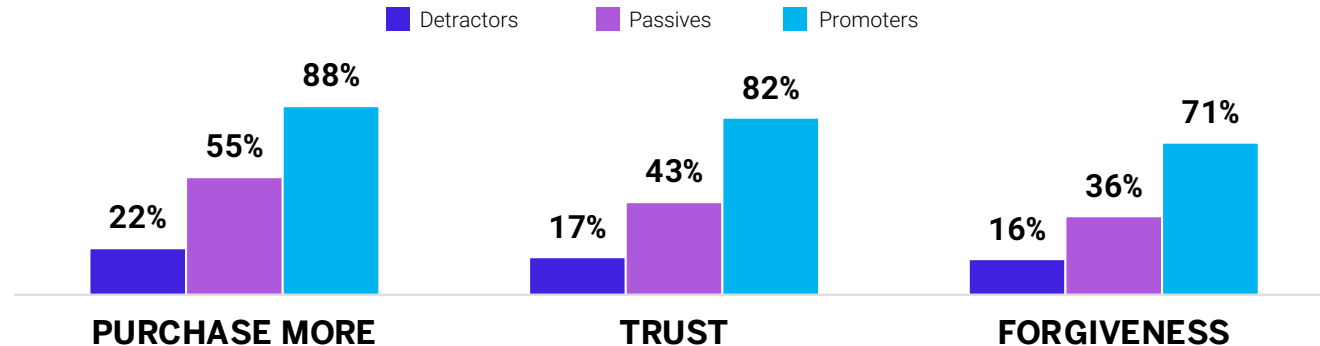
CX Correlates with NPS

351 Organizations Across 22 Industries



Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the software firm, they trust the firm, and they will forgive the firm for a mistake:



Economics of NPS: Social Media Industry

KEY TAKEAWAYS

- + Social media platforms received an average NPS of **21**, 3 points higher than the 22-industry average NPS of 18.
- + There is a strong positive correlation between a company's NPS and its performance on our *XM Customer Ratings – Overall* benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters are **5x** more likely to purchase more, **6.2x** more likely to trust, and **6.2x** more likely to forgive a social media platform if it makes a mistake.

ABOUT

Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2023 US Consumer Study
[xminstitute.com](https://www.xminstitute.com)

Social Media NPS

Social media platforms vs.
22-industry Avg

21

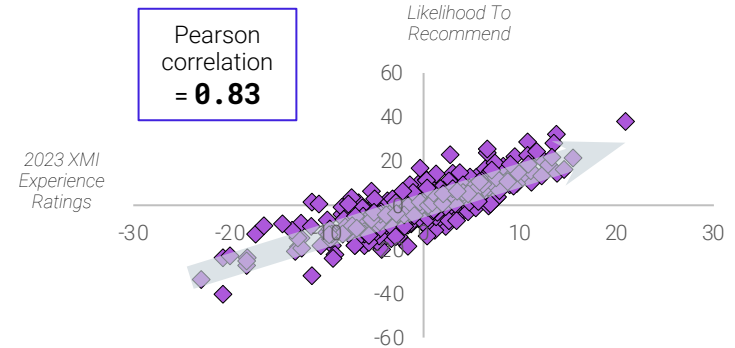
Average NPS across 11 social media
Platforms from 5,213 customers

18

Average NPS across 351 companies
in 22 industries from 10,000 customers

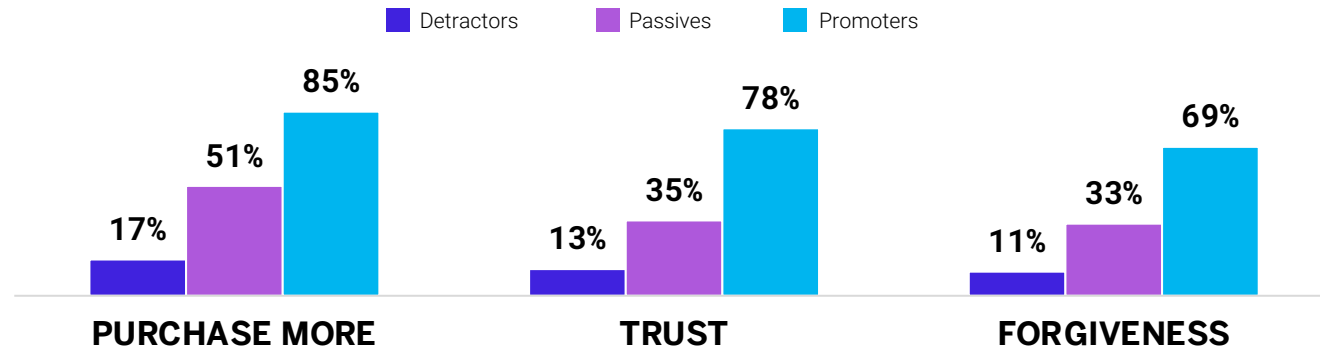
CX Correlates with NPS

351 Organizations Across 22 Industries



Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the social media platform, they trust the platform, and they will forgive the platform for a mistake:



Economics of NPS: Streaming Media Industry

KEY TAKEAWAYS

- + Streaming media platforms received an average NPS of **29**, 11 points higher than the 22-industry average NPS of 18 and the 2nd highest across all industries.
- + There is a strong positive correlation between a company's NPS and its performance on our *XMI Customer Ratings* – Overall benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters are **3.8x** more likely to purchase more, **5.2x** more likely to trust, and **4.4x** more likely to forgive a streaming media platform if it makes a mistake.

Streaming Media NPS

Streaming media platforms vs. 22-industry Avg

29

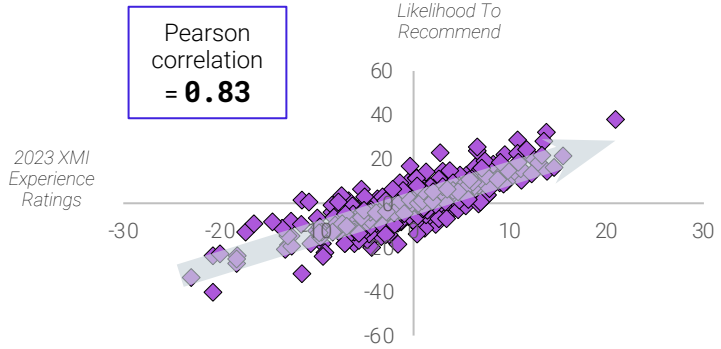
Average NPS across 20 streaming media Platforms from 4,871 customers

18

Average NPS across 351 companies in 22 industries from 10,000 customers

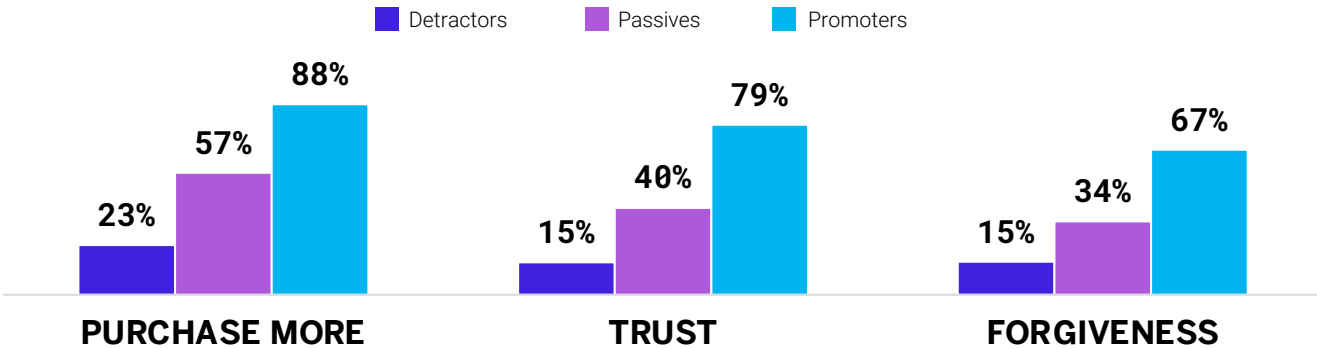
CX Correlates with NPS

351 Organizations Across 22 Industries



Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the streaming media platform, they trust the platform, and they will forgive the platform for a mistake:



ABOUT

Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2023 US Consumer Study
xminstitute.com

Economics of NPS: TV/Internet Service Provider Industry

KEY TAKEAWAYS

- + TV/internet service provider received an average NPS of **9**, 9 points lower than the 22-industry average NPS of 18 and the 3rd lowest across all industries.
- + There is a strong positive correlation between a company's NPS and its performance on our *XMI Customer Ratings* – Overall benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters are **4.9x** more likely to purchase more, **6x** more likely to trust, and **5.8x** more likely to forgive a TV/ISP if it makes a mistake.

TV/ISP NPS
TV/internet service provider vs.
22-industry Avg

9

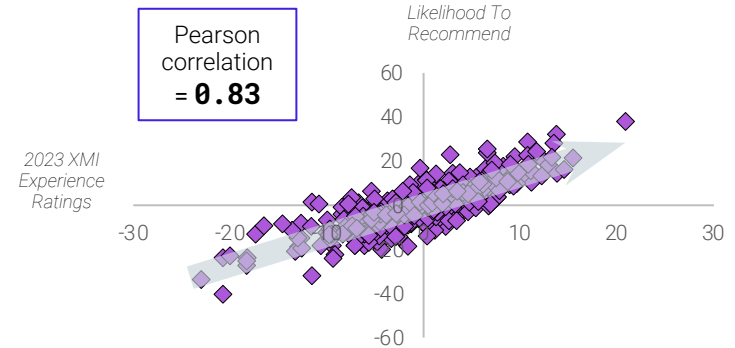
Average NPS across 9 TV/ISP
from 5,214 customers

18

Average NPS across 351 companies
in 22 industries from 10,000 customers

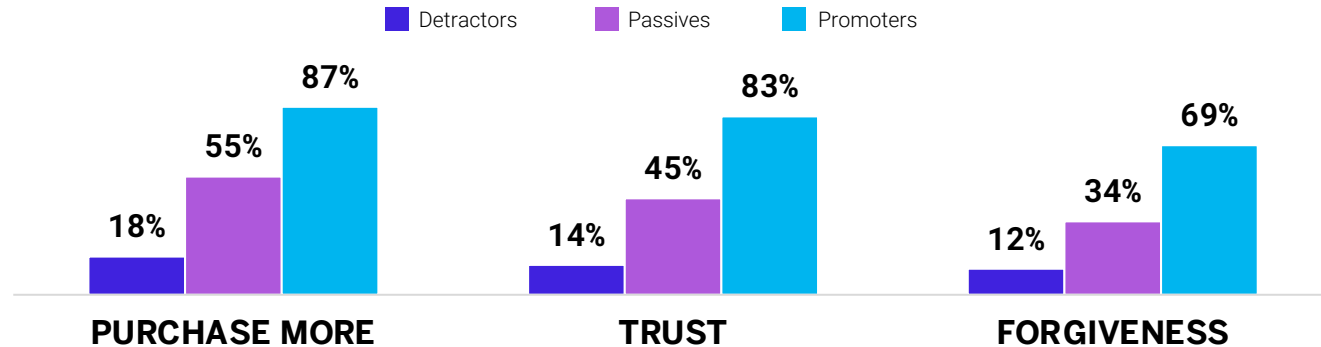
CX Correlates with NPS

351 Organizations Across 22 Industries



Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the TV/internet service provider, they trust the provider, and they will forgive the provider for a mistake:



ABOUT

Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2023 US
Consumer Study
xminstitute.com

Economics of NPS: Utilities Industry

KEY TAKEAWAYS

- + Utilities providers received an average NPS of **12**, 6 points lower than the 22-industry average NPS of 18.
- + There is a strong positive correlation between a company's NPS and its performance on our *XMI Customer Ratings* – Overall benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters are **3.5x** more likely to purchase more, **4.4x** more likely to trust, and **3.9x** more likely to forgive a utilities provider if it makes a mistake.

Utilities NPS

Utilities vs.
22-industry Avg

12

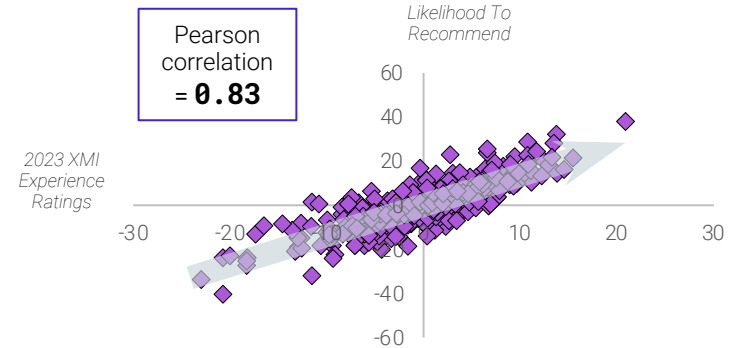
Average NPS across 21 utilities providers from 4,736 customers

18

Average NPS across 351 companies in 22 industries from 10,000 customers

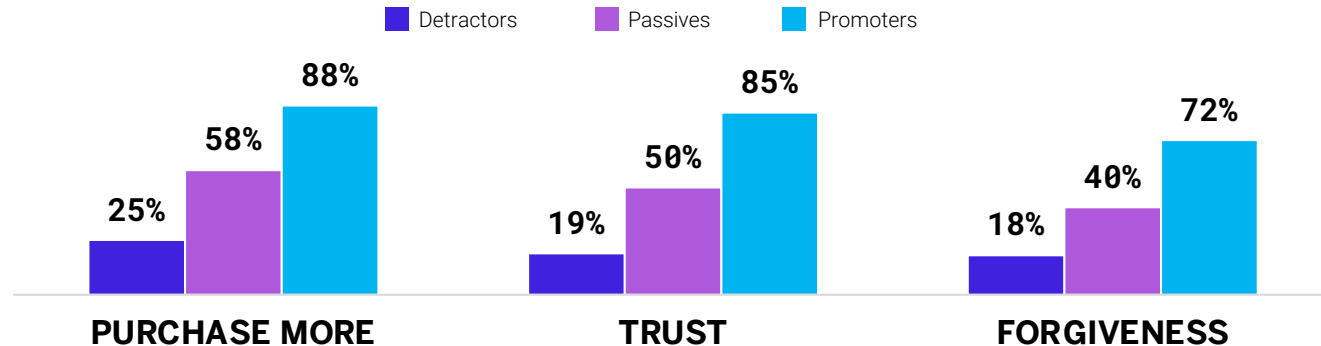
CX Correlates with NPS

351 Organizations Across 22 Industries



Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the utilities provider, they trust the provider, and they will forgive the provider for a mistake:



ABOUT

Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2023 US Consumer Study

Economics of NPS: Wireless Industry

KEY TAKEAWAYS

- + Wireless providers received an average NPS of **24**, 6 points higher than the 22-industry average NPS of 18.
- + There is a strong positive correlation between a company's NPS and its performance on our *XM Customer Ratings - Overall* benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters are **3.8x** more likely to purchase more, **4.9x** more likely to trust, and **4.9x** more likely to forgive a wireless provider if it makes a mistake.

ABOUT

Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2023 US Consumer Study

Wireless NPS

Wireless vs.
22-industry Avg

24

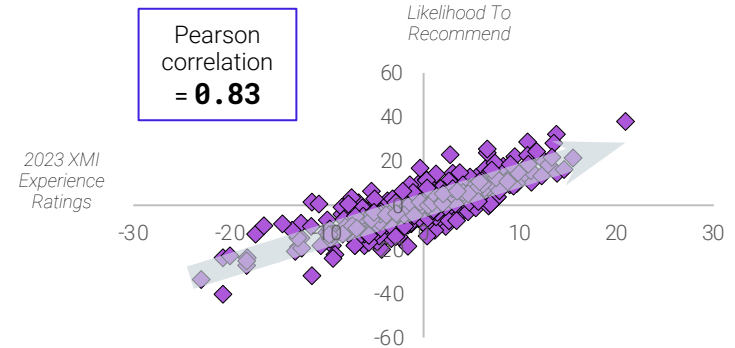
Average NPS across 10 wireless providers from 5,134 customers

18

Average NPS across 351 companies in 22 industries from 10,000 customers

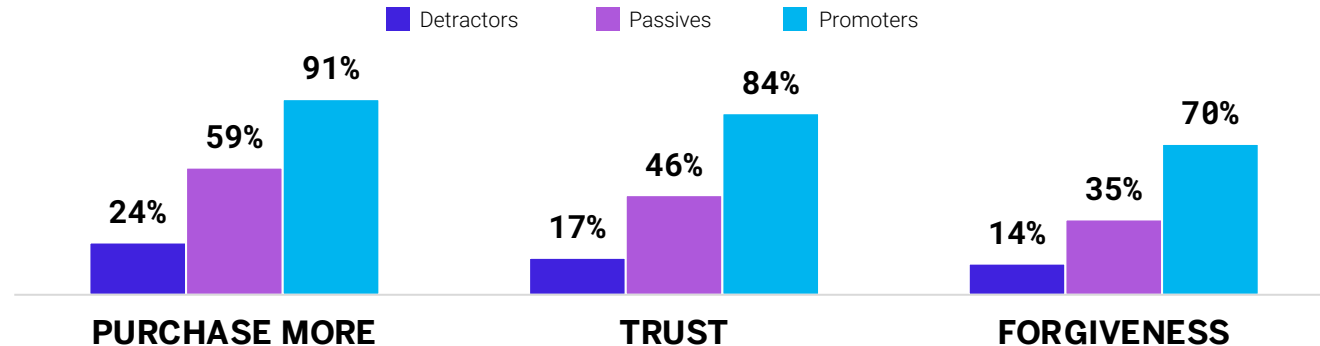
CX Correlates with NPS

351 Organizations Across 22 Industries



Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the utilities provider, they trust the provider, and they will forgive the provider for a mistake:



DATA CALCULATION

Organizations with fewer than 100 consumer responses were not included in this study. Consumers must have had an interaction with the organization within 90 days to evaluate it.

We calculated the industry NPS by taking the total percentage of detractors (0-6) and subtracting that from the total number of promoters (9-10) in that industry. The average NPS across industries is calculated by averaging all industry NPS together.

To create the scatterplot, we plotted a data point for each organization by subtracting their NPS from their industry's average NPS and their XMI Customer Rating – Overall score from their industry average XMI Customer Rating – Overall score and plotting the differences. We then calculated the Pearson Correlation Coefficient from those differences. Industry averages for the XMI Customer Rating – Overall scores can be found in the 2023 XMI Customer Ratings – Overall data snippet.

To calculate the lower three charts, we took the percentage of promoters, passives, and detractors who gave a 6 or 7 on a 7-point scale for the following consumer behaviors: likelihood to purchase more, likelihood to forgive if a company made a mistake, and degree of trust.

Numbers are rounded and may not match independent calculations.

The XMI Customer Ratings - NPS are calculated using the standard NPS® method. Net Promoter Score, Net Promoter, and NPS are registered trademarks of Bain & Company, Satmetrix, and Fred Reichheld.

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