

Customer Experience in the College/University Industry by Country

KEY TAKEAWAYS

+ Mexican consumers most frequently reported satisfaction and likelihood to recommend after their recent college/ university experience, while Italian consumers are the least satisfied with recent college experiences and least likely to trust, recommend, and purchase more from them.

+ Satisfaction with colleges and universities has increased by 5 points over the past 3 years, while likelihood to recommend and purchase more have increased by 4 points each.

CX Metrics in the College/University Industry

	Satisfaction	Trust	Recommend	Purchase More
Australia	74%	71%	70%	59%
Brazil	83%	78%	81%	74%
Canada	74%	70%	66%	52%
China	83%	93%	77%	83%
Denmark	70%	66%	62%	46%
France	N/A	N/A	N/A	N/A
Germany	N/A	N/A	N/A	N/A
Hong Kong (China)	N/A	N/A	N/A	N/A
India	75%	78%	77%	69%
Ireland	N/A	N/A	N/A	N/A
Italy	64%	61%	60%	43%
Japan	N/A	N/A	N/A	N/A
Mexico	85%	81%	82%	69%
Netherlands	73%	83%	72%	57%
New Zealand	N/A	N/A	N/A	N/A
Philippines	81%	84%	82%	70%
Singapore	75%	84%	79%	68%
South Korea	N/A	N/A	N/A	N/A
Spain	73%	75%	68%	62%
Sweden	78%	76%	74%	55%
United Arab Emirates	79%	75%	75%	73%
United Kingdom	78%	79%	74%	54%
United States	72%	74%	77%	59%

ABOUT

Base: 23,730 consumers across 23 countries
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

Customer Experience in the College/University Industry, 2022-2025

Customer Experience in the College/University Industry

Satisfaction Trust Recommend Purchase More

Global: 2025

76%

Satisfaction

77%

Trust

73%

Recommend

62%

Purchase More

CX Metrics over time 2022-2025

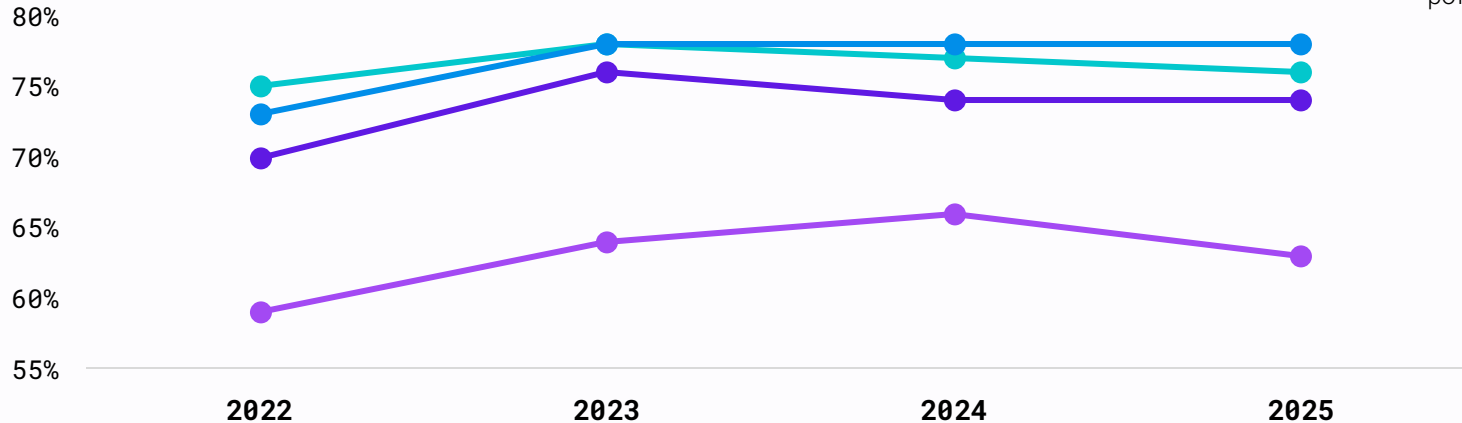
3 year %-
point change

+5

+1

+4

+4



ABOUT

Base: 23,730 consumers across 23 countries

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DATA CALCULATION

Data was only reported on and analyzed from industries with a sample size of 100+ in each country – otherwise reported as N/A. Consumers responded only about experiences with industries they had an interaction with in the previous 90 days.

Year-over-year calculations were performed using data only from the 20 countries from which we collected data in both 2023 and 2024. Calculations of CX metric changes from 2022-2025 were conducted only using data from the 19 countries from which we collected data in 2022, 2023, 2024, and 2025. Year-over-year calculations were not conducted including Hong Kong (China) due to small sample sizes. Data was not collected on auto dealer, electronics, and hotel industries in 2022.

CX metrics for all years are reported as the percentage selecting the top 2 boxes on a 5-point Likert scale out of the total number of responses for each country/industry.

All Global numbers are an average across all countries.

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