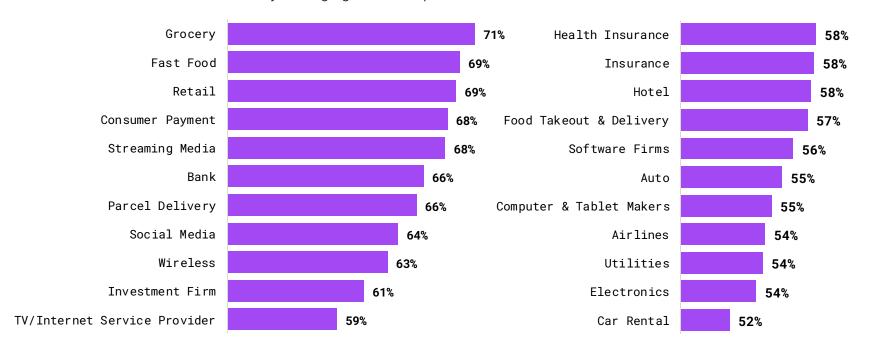
XMI Customer Ratings – Overall Scores, 2024 (by Industry)



The 2024 XMI Customer Ratings – Overall ranks the customer experience of 354 organizations across 22 industries. Ratings are calculated by averaging each companies score across success, effort, and emotion.



Base: 10,000 U.S. Consumers, 354 organizations, 22 industries Source: Qualtrics XM Institute Q3&4 2024 U.S. Consumer Benchmark Study