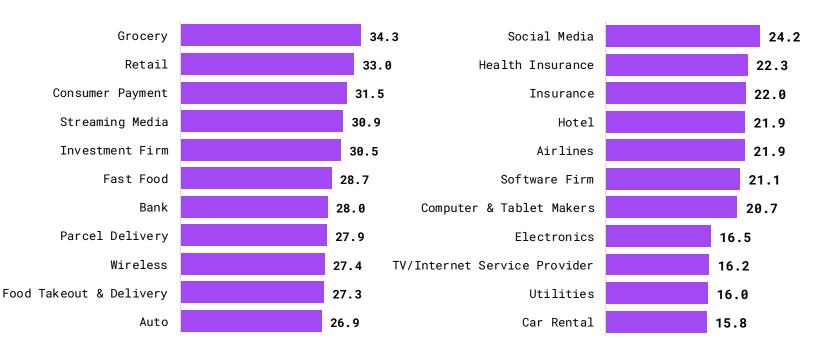
XMI Customer Ratings – NPS, 2024 (by Industry)



The 2024 XMI Customer Ratings – NPS* ranks the Net Promoter Score® of 354 brands across 22 industries.



Base: 10,000 U.S. Consumers, 354 organizations, 22 industries Source: Qualtrics XM Institute Q3&4 2024 U.S. Consumer Benchmark Study Copyright © 2024 Qualtrics ® All rights reserved. *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.

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