Qualtrics XM institute™

DATA SNAPSHOT

Economics of Net Promoter Score (NPS), 2020

Editor
Bruce Temkin, XMP, CCXP

Lead Author
Isabelle Zdatny, XMP, CCXP

Author
Talia Quaadgras

March 2021

Economics of Net Promoter Score (NPS), 2020

EXECUTIVE SUMMARY

Net Promoter® Score (NPS®) is a popular metric that companies use to analyze their customer experience efforts. But how does this metric actually relate to customer experience and loyalty? We asked 10,000 U.S. consumers questions about their experiences with 319 companies across 20 industries. Respondents who had recently interacted with a particular organization responded to the NPS question, rated their experience with the company across the three dimensions of an experience (*success*, *effort*, and *emotion*), and indicated how likely they were purchase more from the company, trust the company to take care of their needs, and forgive the company for a mistake.

We found that NPS is strongly correlated with the quality of customer experience a company delivers and that promoters are significantly more likely than passives or detractors to exhibit all three key loyalty behaviors.

The data come from the Qualtrics XM Institute Q2 2020 consumer benchmark study, which surveyed a representative sample of 10,000 U.S. consumers based on quotas for gender, age, ethnicity, income, and region. For this set of data snapshots, we aggregated data at the industry level.

FIGURES IN THE REPORT:

AUTHORS
Bruce Temkin, XMP, CCXP – Head of Qualtrics XM Institute
Isabelle Zdatny, XMP, CCXP – XM Catalyst
Talia Quaadgras – Research Associate

PUBLICATION DATE
March 2021

Economics of NPS in the Airline Industry

KEY TAKEAWAYS

+ Airlines received an average NPS of **-1**, which is 13 points lower than the 20-industry average and the second lowest score of any industry included in the study.

+ There is a strong positive relationship 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 **4.4x** more likely to purchase more from an airline, **5.5x** more likely to trust an airline, and **5.6x** more likely to forgive an airline if it makes a mistake.

ABOUT

These charts look at how NPS® correlates to CX and influences key loyalty behaviors in the airline industry. This data comes from a study of 10,000 U.S. consumers, who provided feedback about their experiences with 319 companies across 20 industries. 4,300 consumers rated their experiences with 10 airlines as part of this research. For more information on the methodology for this study, see the *Appendix: Description of Methodology* at the back of this document.
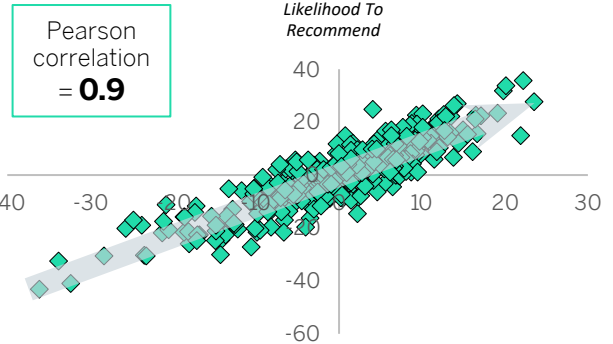
Airline NPS
Airline vs. 20-industry Average

-1

Average NPS across 10 airlines from 4,300 customers

12

Average NPS across 319 companies in 20 industries from 10,000 customers

CX Correlates with NPS
319 Organizations Across 20 Industries

Pearson correlation = **0.9**

2020 XMI Experience Ratings

Likelihood To Recommend

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:
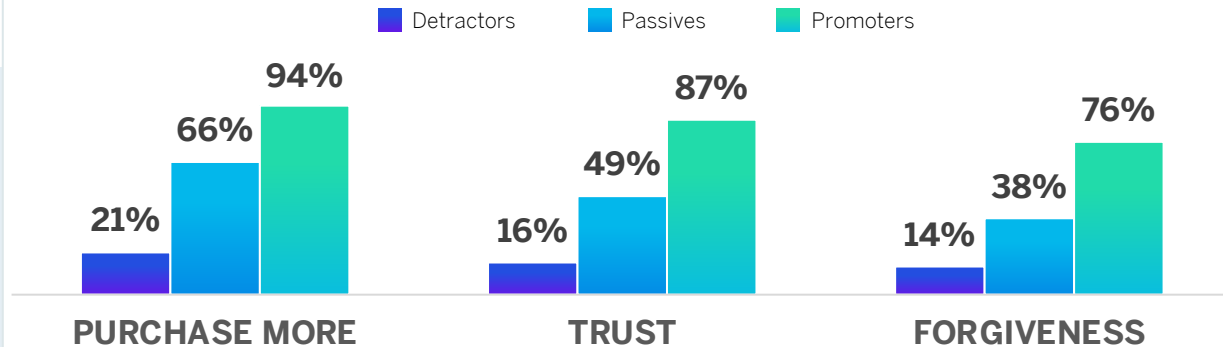
■ Detractors　■ Passives　■ Promoters

PURCHASE MORE	TRUST	FORGIVENESS
21% 66% 94%	16% 49% 87%	14% 38% 76%

Base: 10,000 U.S. consumers, 319 companies, 20 industries
Source: Qualtrics XM Institute Q2 2020 U.S. Consumer Benchmark Study

Economics of NPS in the Automotive Industry

Qualtrics XM institute™

KEY TAKEAWAYS

+ Automakers received an average NPS of **14**, which is two points higher than the 20-industry average and the 8th highest score of any industry included in the study.

+ There is a strong positive relationship 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 **4.5x** more likely to purchase more from an automaker, **4.6x** more likely to trust an automaker, and **4.3x** more likely to forgive an automaker if it makes a mistake.

ABOUT

These charts look at how NPS® correlates to CX and influences key loyalty behaviors in the auto industry. This data comes from a study of 10,000 U.S. consumers, who provided feedback about their experiences with 319 companies across 20 industries. 4,509 consumers rated their experiences with 17 automakers as part of this research. For more information on the methodology for this study, see the *Appendix: Description of Methodology* at the back of this document.

Auto NPS
Auto vs. 20-industry Average

14
Average NPS across 17 automakers from 4,509 customers

12
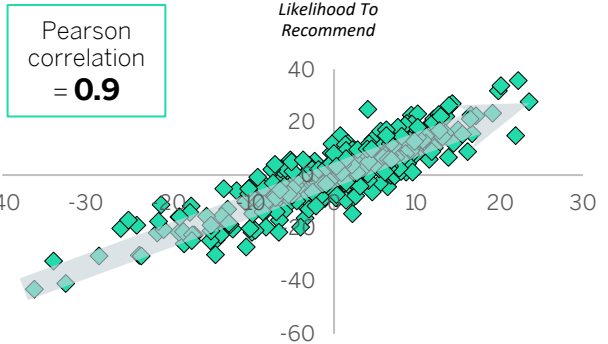Average NPS across 319 companies in 20 industries from 10,000 customers

CX Correlates with NPS
319 Organizations Across 20 Industries

Pearson correlation = **0.9**

2020 XMI Experience Ratings

Likelihood To Recommend

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:

- Detractors
- Passives
- Promoters

PURCHASE MORE
- 21%
- 57%
- 92%

TRUST
- 19%
- 52%
- 88%

FORGIVENESS
- 17%
- 38%
- 72%

Base: 10,000 U.S. consumers, 319 companies, 20 industries
Source: Qualtrics XM Institute Q2 2020 U.S. Consumer Benchmark Study

Economics of NPS in the Banking Industry

KEY TAKEAWAYS

+ Banks received an average NPS of **19**, seven points higher than the 20-industry average. Banks tied for the 6th highest score of any industry included in the study.

+ There is a strong positive relationship 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 from a bank, **4.6x** more likely to trust a bank, and **4.8x** more likely to forgive a bank if it makes a mistake.

ABOUT

These charts look at how NPS® correlates to CX and influences key loyalty behaviors in the banking industry. This data comes from a study of 10,000 U.S. consumers, who provided feedback about their experiences with 319 companies across 20 industries. 5,758 consumers rated their experiences with 15 banks as part of this research For more information on the methodology for this study, see the *Appendix: Description of Methodology* at the back of this document.

Banking NPS
Banks vs. 20-industry Average

19
Average NPS across 15 banks from 5,758 customers

12
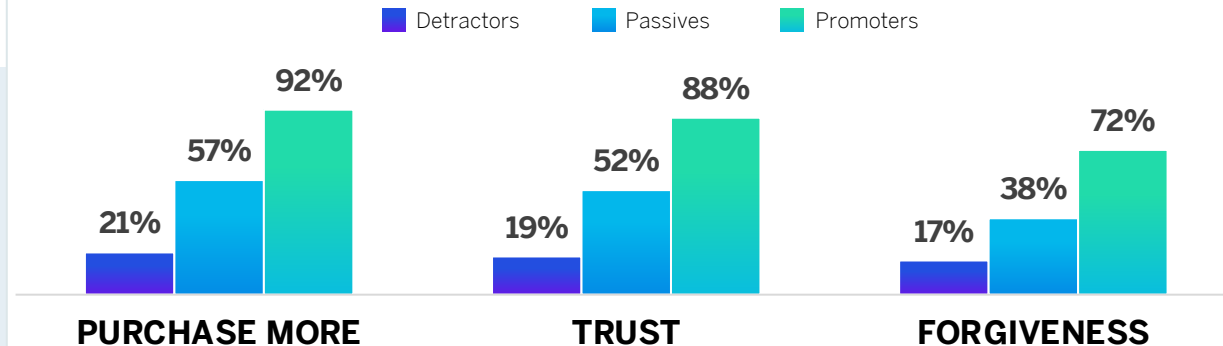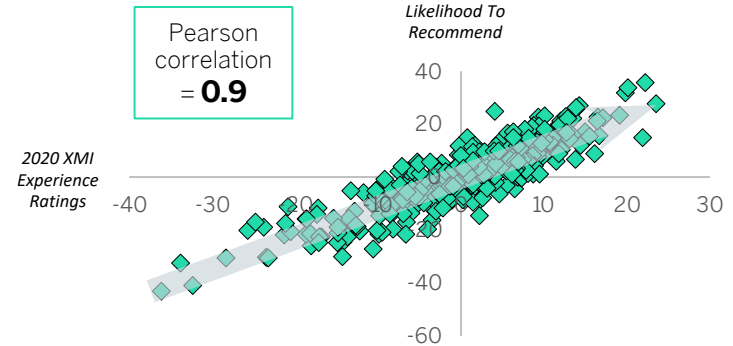Average NPS across 319 companies in 20 industries from 10,000 customers

CX Correlates with NPS
319 Organizations Across 20 Industries

Pearson correlation = **0.9**

Likelihood To Recommend

2020 XMI Experience Ratings

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:
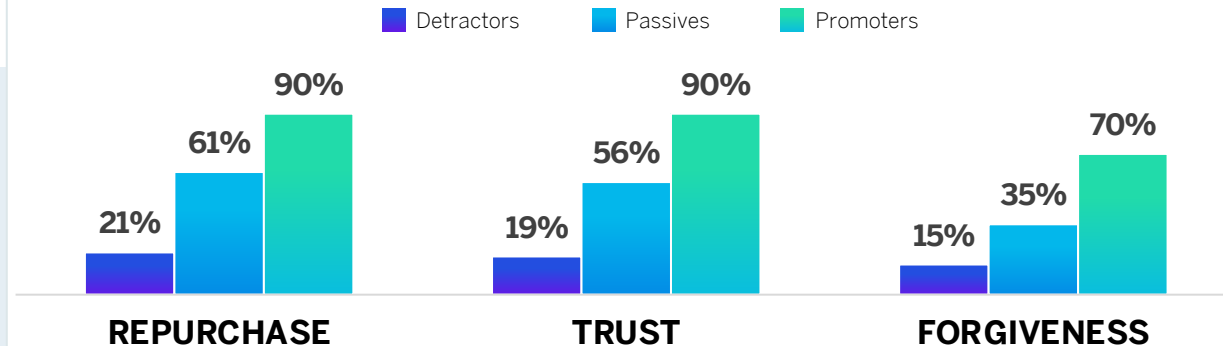
■ Detractors   ■ Passives   ■ Promoters

REPURCHASE
- 21%
- 61%
- 90%

TRUST
- 19%
- 56%
- 90%

FORGIVENESS
- 15%
- 35%
- 70%

Base: 10,000 U.S. consumers, 319 companies, 20 industries
Source: Qualtrics XM Institute Q2 2020 U.S. Consumer Benchmark Study

Economics of NPS in the Car Rental Industry

Qualtrics **XM** institute™

KEY TAKEAWAYS

+ Car rental companies received an average NPS of **-7**, which is 19 points lower than the 20-industry average and the lowest score of any industry included in the study.

+ There is a strong positive relationship 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 **4.2x** more likely to purchase more from a car rental company, **4.7x** more likely to trust the company, and **4.4x** more likely to forgive the company if it makes a mistake.

ABOUT

These charts look at how NPS® correlates to CX and influences key loyalty behaviors in the car rental industry. This data comes from a study of 10,000 U.S. consumers, who provided feedback about their experiences with 319 companies across 20 industries. 3,368 consumers rated their experiences with 14 car rental companies as part of this research. For more information on the methodology for this study, see the *Appendix: Description of Methodology* at the back of this document.

Car Rental NPS

Car Rental vs. 20-industry Average

-7

Average NPS across 14 car rental companies from 3,368 customers

12

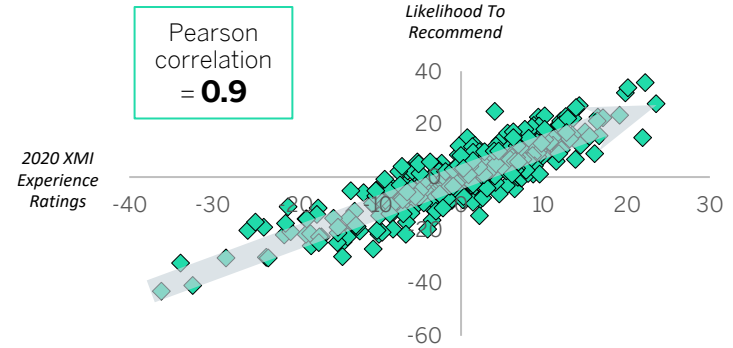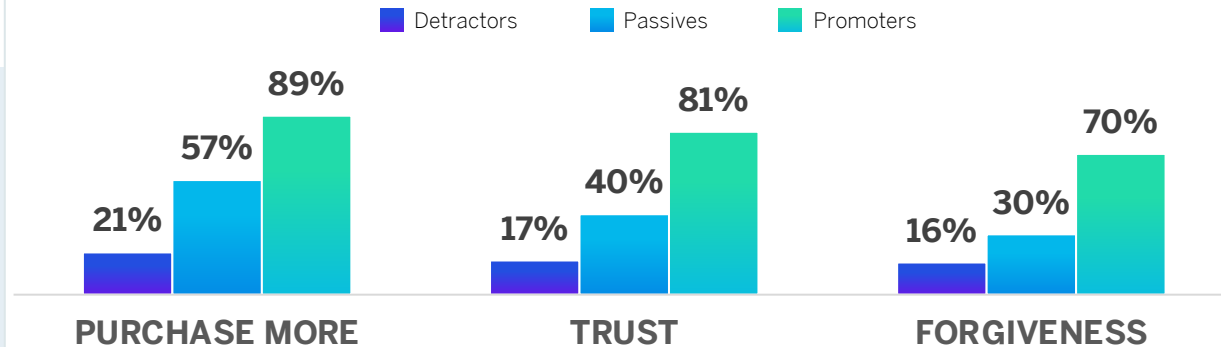Average NPS across 319 companies in 20 industries from 10,000 customers

CX Correlates with NPS

319 Organizations Across 20 Industries

Pearson correlation = **0.9**

Likelihood To Recommend

2020 XMI Experience Ratings

Effect of NPS on Key Loyalty Behaviors

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

■ Detractors ■ Passives ■ Promoters

PURCHASE MORE: 21%, 57%, 89%

TRUST: 17%, 40%, 81%

FORGIVENESS: 16%, 30%, 70%

Base: 10,000 U.S. consumers, 319 companies, 20 industries
Source: Qualtrics XM Institute Q2 2020 U.S. Consumer Benchmark Study

www.**xminstitute**.com
Copyright © 2021 Qualtrics®. All rights reserved.

Economics of NPS in the Computer Industry

Qualtrics XM institute™

KEY TAKEAWAYS

+ Computer makers received an average NPS of **11**, which is one point lower than the 20-industry average and the 11th highest score of any industry included in the study.

+ There is a strong positive relationship 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 from a computer maker, **4.4x** more likely to trust a computer maker, and **4.1x** more likely to forgive a computer maker if it makes a mistake.

ABOUT

These charts look at how NPS® correlates to CX and influences key loyalty behaviors in the computer industry. This data comes from a study of 10,000 U.S. consumers, who provided feedback about their experiences with 319 companies across 20 industries. 4,529 consumers rated their experiences with 10 computer makers as part of this research. For more information on the methodology for this study, see the *Appendix: Description of Methodology* at the back of this document.

Computer Maker NPS
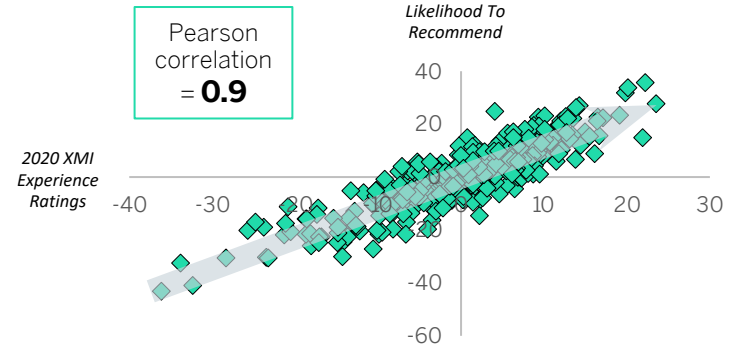Comp. Maker vs. 20-industry Average

11
Average NPS across 10 computer makers from 4,529 customers

12
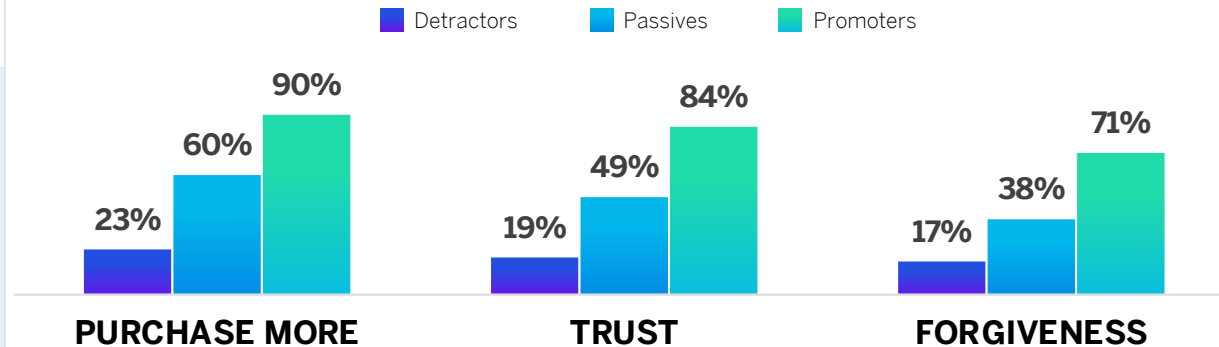Average NPS across 319 companies in 20 industries from 10,000 customers

CX Correlates with NPS
319 Organizations Across 20 Industries

Pearson correlation = **0.9**

2020 XMI Experience Ratings

Likelihood To Recommend

Effect of NPS on Key Loyalty Behaviors
Percentage of detractors, passives and promoters who say they will purchase more from the computer maker, they trust the computer maker, and they will forgive the computer maker for a mistake:

■ Detractors ■ Passives ■ Promoters

	PURCHASE MORE	TRUST	FORGIVENESS
Detractors	23%	19%	17%
Passives	60%	49%	38%
Promoters	90%	84%	71%

Base: 10,000 U.S. consumers, 319 companies, 20 industries
Source: Qualtrics XM Institute Q2 2020 U.S. Consumer Benchmark Study

www.**xminstitute**.com

Economics of NPS in the Consumer Payment Industry

Qualtrics XM institute™

KEY TAKEAWAYS

+ Consumer payment companies received an average NPS of **0**, which is 12 points lower than the 20-industry average and the 18th highest score of any industry in the study.

+ There is a strong positive relationship 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 **5.9x** more likely to purchase more from a consumer payment company, **2.1x** more likely to trust the company, and **2.6x** more likely to forgive the company if it makes a mistake.

ABOUT

These charts look at how NPS® correlates to CX and influences key loyalty behaviors in the consumer payment industry. This data comes from a study of 10,000 U.S. consumers, who provided feedback about their experiences with 319 companies across 20 industries. 5,731 consumers rated their experiences with 13 consumer payment companies as part of this research. For more information on the methodology for this study, see the *Appendix: Description of Methodology* at the back of this document.

Consr. Payment NPS
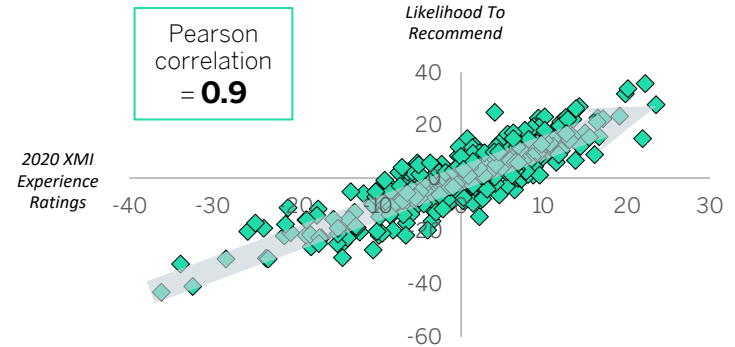
Consr. Payment vs. 20-industry Average

0

Average NPS across 13 consumer payment companies from 5,731 customers

12

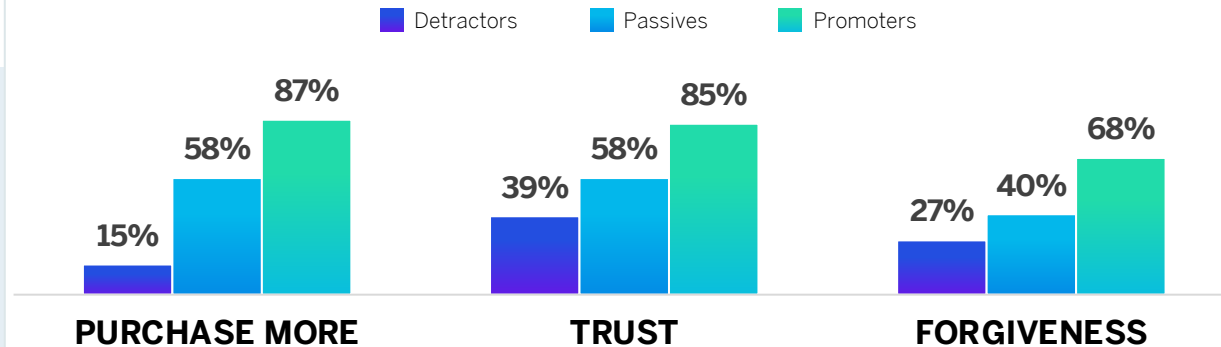Average NPS across 319 companies in 20 industries from 10,000 customers

CX Correlates with NPS

319 Organizations Across 20 Industries

Pearson correlation = **0.9**

2020 XMI Experience Ratings

Effect of NPS on Key Loyalty Behaviors

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

■ Detractors ■ Passives ■ Promoters

PURCHASE MORE
- 15%
- 58%
- 87%

TRUST
- 39%
- 58%
- 85%

FORGIVENESS
- 27%
- 40%
- 68%

Base: 10,000 U.S. consumers, 319 companies, 20 industries
Source: Qualtrics XM Institute Q2 2020 U.S. Consumer Benchmark Study

Economics of NPS in the Electronics Industry

KEY TAKEAWAYS

+ Electronics companies received an average NPS of **5**, which is seven points lower than the 20-industry average and the 15th highest score of any industry included in the study.

+ There is a strong positive relationship 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 **4.2x** more likely to purchase more from an electronics company, **4.2x** more likely to trust an electronics company, and **4.0x** more likely to forgive an electronics company if it makes a mistake.

ABOUT

These charts look at how NPS® correlates to CX and influences key loyalty behaviors in the electronics industry. This data comes from a study of 10,000 U.S. consumers, who provided feedback about their experiences with 319 companies across 20 industries. 4,100 consumers rated their experiences with 12 electronics companies as part of this research. For more information on the methodology for this study, see the *Appendix: Description of Methodology* at the back of this document.

Electronics NPS
Electronics vs. 20-industry Average

5

Average NPS across 12 electronics companies from 4,100 customers
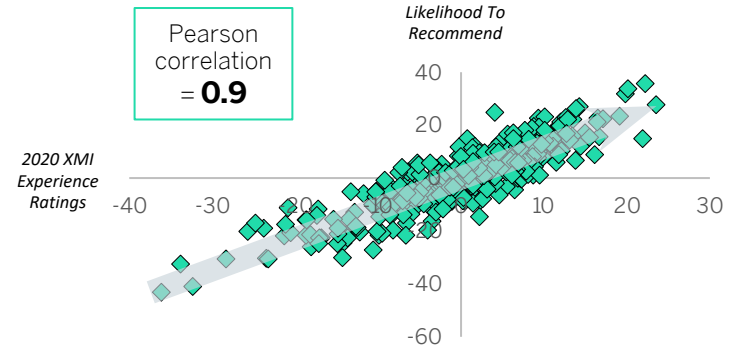
12

Average NPS across 319 companies in 20 industries from 10,000 customers
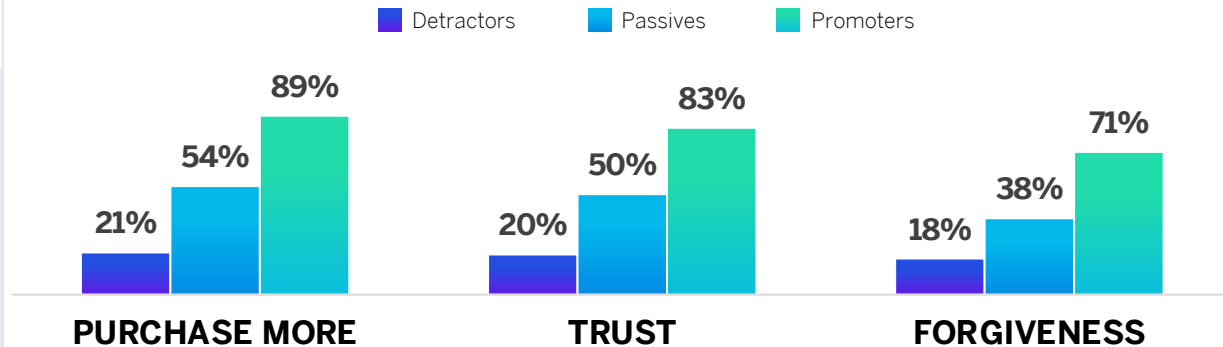
CX Correlates with NPS
319 Organizations Across 20 Industries

Pearson correlation = **0.9**

Likelihood To Recommend

2020 XMI Experience Ratings

Effect of NPS on Key Loyalty Behaviors

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

■ Detractors ■ Passives ■ Promoters

PURCHASE MORE: 21% / 54% / 89%

TRUST: 20% / 50% / 83%

FORGIVENESS: 18% / 38% / 71%

Base: 10,000 U.S. consumers, 319 companies, 20 industries
Source: Qualtrics XM Institute Q2 2020 U.S. Consumer Benchmark Study

Economics of NPS in the Fast Food Industry

Qualtrics XM institute™

KEY TAKEAWAYS

+ Fast Food restaurants received an average NPS of **24**, which is 12 points higher than the 20-industry average and the 3rd highest score of any industry included in the study.

+ There is a strong positive relationship 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 **3.2x** more likely to purchase more from a fast food restaurant, **4.8x** more likely to trust a restaurant, and **4.1x** more likely to forgive a restaurant if it makes a mistake.

Fast Food NPS
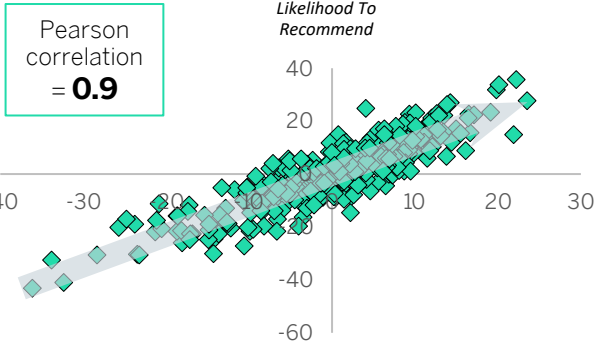Fast Food vs. 20-industry Average

24
Average NPS across 25 fast food companies from 5,771 customers

12
Average NPS across 319 companies in 20 industries from 10,000 customers

CX Correlates with NPS
319 Organizations Across 20 Industries

Pearson correlation = **0.9**

Likelihood To Recommend

2020 XMI Experience Ratings

Effect of NPS on Key Loyalty Behaviors
Percentage of detractors, passives and promoters who say they will purchase more from the fast food restaurant, they trust the restaurant, and they will forgive the restaurant for a mistake:

■ Detractors   ■ Passives   ■ Promoters

PURCHASE MORE
- 30%
- 70%
- 95%

TRUST
- 17%
- 45%
- 84%

FORGIVENESS
- 17%
- 33%
- 69%

Base: 10,000 U.S. consumers, 319 companies, 20 industries
Source: Qualtrics XM Institute Q2 2020 U.S. Consumer Benchmark Study

Economics of NPS in the Grocery Industry

KEY TAKEAWAYS

+ Grocery stores received an average NPS of **23**, which is 11 points higher than the 20-industry average and the 4th highest score of any industry included in the study.

+ There is a strong positive relationship 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 from a grocery store, **4.2x** more likely to trust a grocery store, and **4.4x** more likely to forgive a grocery store if it makes a mistake.

ABOUT

These charts look at how NPS® correlates to CX and influences key loyalty behaviors in the grocery industry. This data comes from a study of 10,000 U.S. consumers, who provided feedback about their experiences with 319 companies across 20 industries. 5,712 consumers rated their experiences with 22 grocery stores as part of this research. For more information on the methodology for this study, see the *Appendix: Description of Methodology* at the back of this document.

Grocery NPS
Grocery vs. 20-industry Average

23
Average NPS across 22 grocery companies from 5,712 customers

12
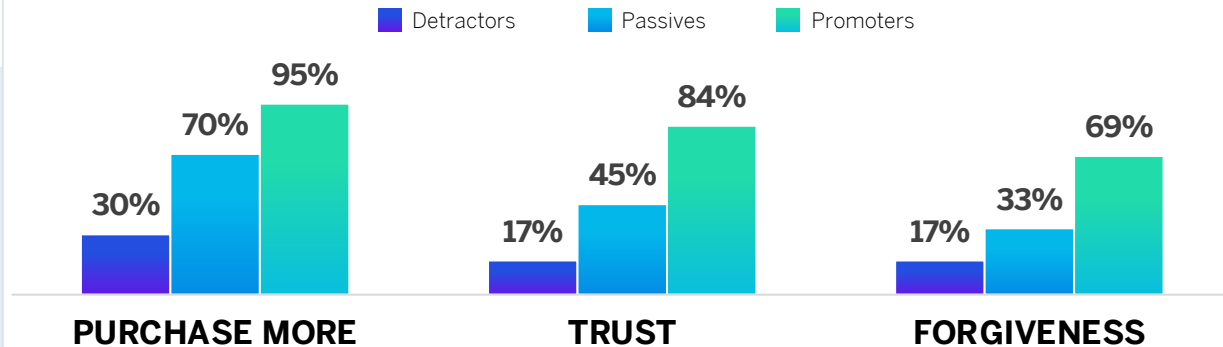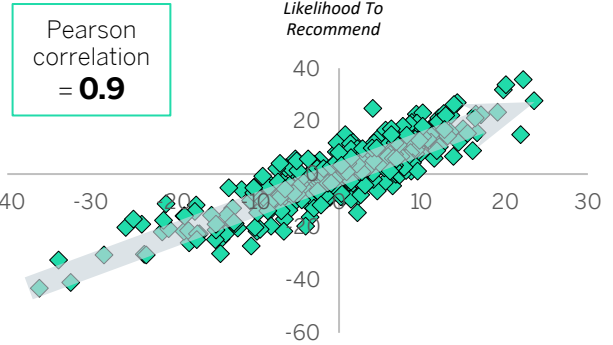Average NPS across 319 companies in 20 industries from 10,000 customers

CX Correlates with NPS
319 Organizations Across 20 Industries

Pearson correlation = **0.9**

2020 XMI Experience Ratings

Likelihood To Recommend

Effect of NPS on Key Loyalty Behaviors

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

■ Detractors   ■ Passives   ■ Promoters

	PURCHASE MORE	TRUST	FORGIVENESS
Detractors	32%	21%	17%
Passives	72%	52%	41%
Promoters	95%	87%	72%

Base: 10,000 U.S. consumers, 319 companies, 20 industries
Source: Qualtrics XM Institute Q2 2020 U.S. Consumer Benchmark Study

Economics of NPS in the Health Insurance Industry

Qualtrics XM institute™

KEY TAKEAWAYS

+ Health insurance companies received an average NPS of **7**, which is five points lower than the 20-industry average and the 14th highest score of any industry included in the study.

+ There is a strong positive relationship 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 from a health insurer, **4.5x** more likely to trust a health insurer, and **4.3x** more likely to forgive a health insurer for a mistake.

Health Insurance NPS

Health Ins. vs. 20-industry Average

7

Average NPS across 15 health insurance companies from 5,437 customers

12

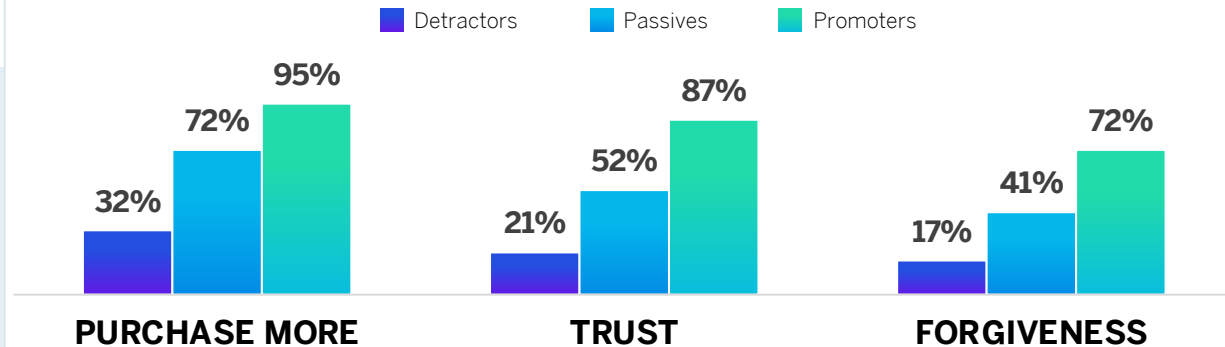Average NPS across 319 companies in 20 industries from 10,000 customers

CX Correlates with NPS

319 Organizations Across 20 Industries

Pearson correlation = **0.9**

Likelihood To Recommend

2020 XMI Experience Ratings
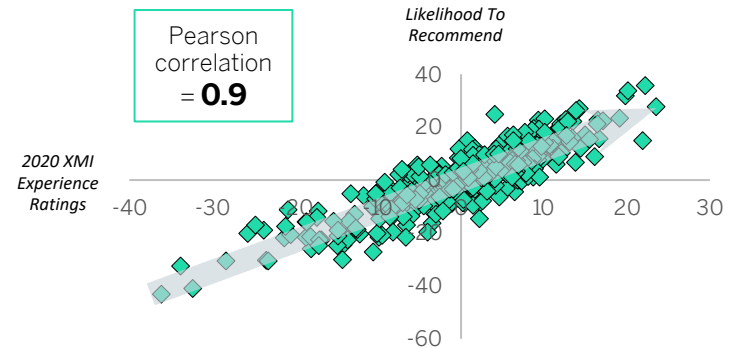
Effect of NPS on Key Loyalty Behaviors

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:

■ Detractors ■ Passives ■ Promoters

PURCHASE MORE
- 24%
- 60%
- 90%

TRUST
- 19%
- 51%
- 87%

FORGIVENESS
- 17%
- 35%
- 71%

Economics of NPS in the Hotel Industry

KEY TAKEAWAYS

+ Hotels received an average NPS of **3**, which is nine points lower than the 20-industry average. Hotels tied for the 16th highest score of any industry included in the study.

+ There is a strong positive relationship 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 **4.1x** more likely to purchase more from a hotel, **4.3x** more likely to trust a hotel, and **3.7x** more likely to forgive a hotel if it makes a mistake.

ABOUT

These charts look at how NPS® correlates to CX and influences key loyalty behaviors in the hotel industry. This data comes from a study of 10,000 U.S. consumers, who provided feedback about their experiences with 319 companies across 20 industries. 3,537 consumers rated their experiences with 22 hotels as part of this research. For more information on the methodology for this study, see the *Appendix: Description of Methodology* at the back of this document.

Hotel NPS
Hotel vs. 20-industry Average

3

Average NPS across 22 hotel companies from 3,537 customers

12

Average NPS across 319 companies in 20 industries from 10,000 customers
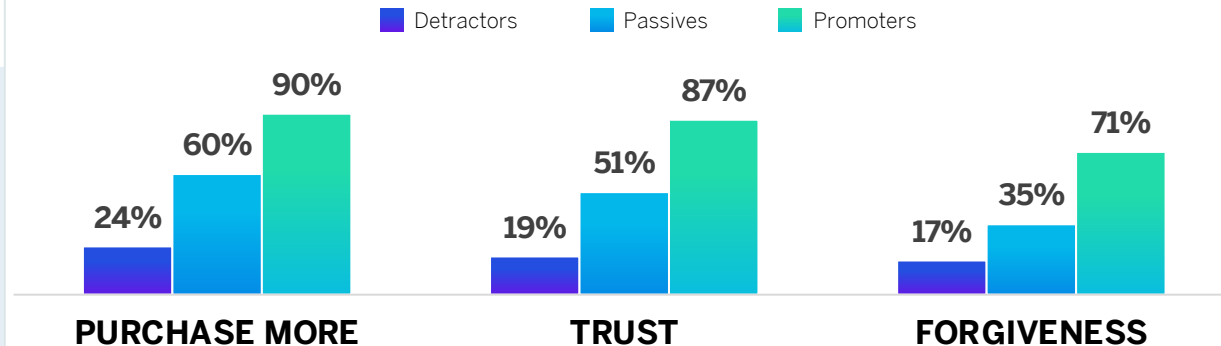
CX Correlates with NPS
319 Organizations Across 20 Industries

Pearson correlation = **0.9**

Likelihood To Recommend

2020 XMI Experience Ratings
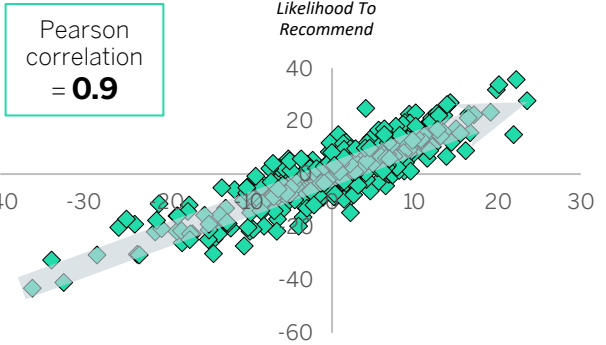
Effect of NPS on Key Loyalty Behaviors

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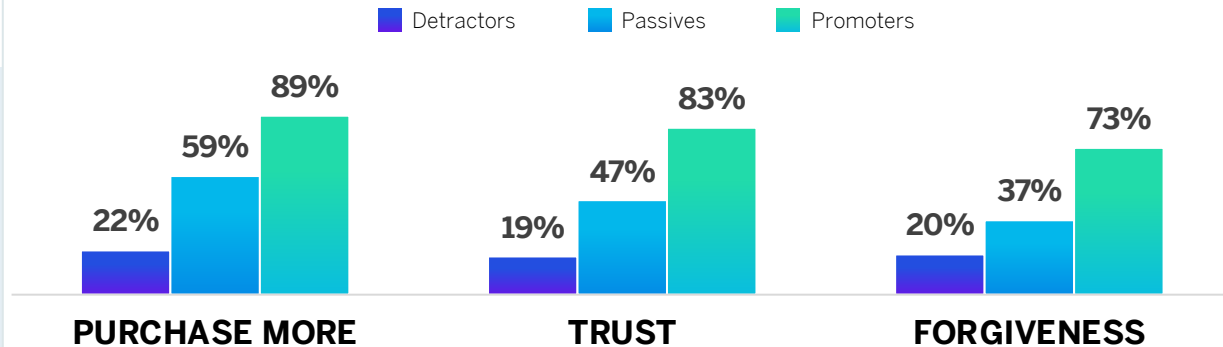
■ Detractors ■ Passives ■ Promoters

	Detractors	Passives	Promoters
PURCHASE MORE	22%	59%	89%
TRUST	19%	47%	83%
FORGIVENESS	20%	37%	73%

Base: 10,000 U.S. consumers, 319 companies, 20 industries
Source: Qualtrics XM Institute Q2 2020 U.S. Consumer Benchmark Study

Economics of NPS in the Insurance Industry

KEY TAKEAWAYS

+ Insurance companies received an average NPS of **10**, which is 2 points lower than the 20-industry average and the 12th highest score of any industry included in the study.

+ There is a strong positive relationship 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 from an insurer, **4.5x** more likely to trust an insurer, and **4.4x** more likely to forgive an insurer if it makes a mistake.

ABOUT

These charts look at how NPS® correlates to CX and influences key loyalty behaviors in the insurance industry. This data comes from a study of 10,000 U.S. consumers, who provided feedback about their experiences with 319 companies across 20 industries. 5,442 consumers rated their experiences with 19 insurers as part of this research. For more information on the methodology for this study, see the *Appendix: Description of Methodology* at the back of this document.

## Insurance NPS
Insurance vs. 20-industry Average

10
Average NPS across 19 insurance companies from 5,442 customers

12
Average NPS across 319 companies in 20 industries from 10,000 customers

CX Correlates with NPS
319 Organizations Across 20 Industries

Pearson correlation = **0.9**

2020 XMI Experience Ratings

Likelihood To Recommend
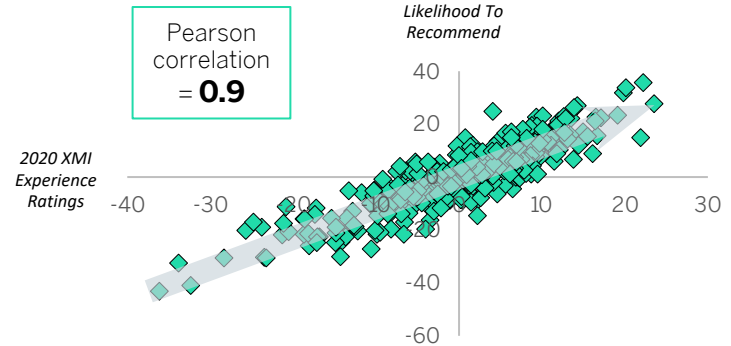
Effect of NPS on Key Loyalty Behaviors
Percentage of detractors, passives and promoters who say they will purchase more from the insurer, they trust the insurer, and they will forgive the insurer for a mistake:

■ Detractors ■ Passives ■ Promoters

PURCHASE MORE
- 22%
- 59%
- 91%

TRUST
- 20%
- 52%
- 89%

FORGIVENESS
- 17%
- 34%
- 73%

Base: 10,000 U.S. consumers, 319 companies, 20 industries
Source: Qualtrics XM Institute Q2 2020 U.S. Consumer Benchmark Study

Economics of NPS in the Investment Industry

KEY TAKEAWAYS

+ Investment firms received an average NPS of **13**, which is one point higher than the 20-industry average and the 9th highest score of any industry included in the study.

+ There is a strong positive relationship 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 from an investment firm, **4.2x** more likely to trust an investment firm, and **3.9x** more likely to forgive an investment firm if it makes a mistake.

ABOUT

These charts look at how NPS® correlates to CX and influences key loyalty behaviors in the investment industry. This data comes from a study of 10,000 U.S. consumers, who provided feedback about their experiences with 319 companies across 20 industries. 4,440 consumers rated their experiences with 13 investment firms as part of this research. For more information on the methodology for this study, see the *Appendix: Description of Methodology* at the back of this document.

Investment Firm NPS
Investment vs. 20-industry Average

13
Average NPS across 13 investment firms from 4,440 customers

12
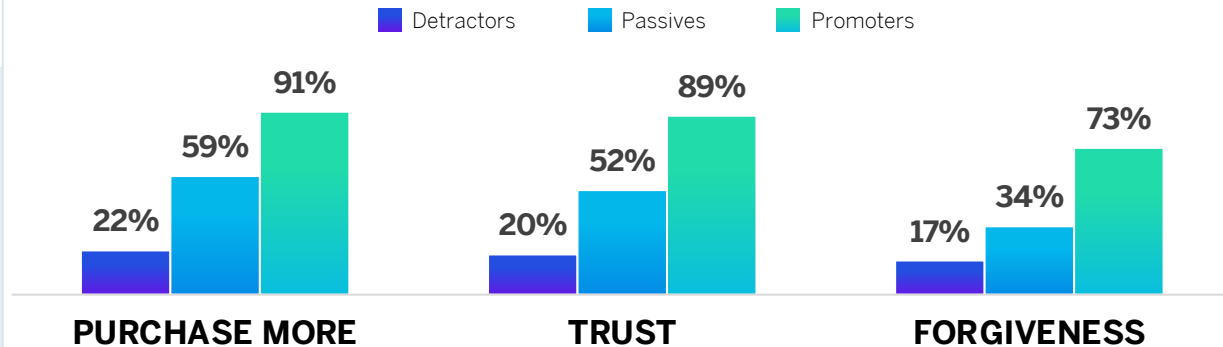Average NPS across 319 companies in 20 industries from 10,000 customers

CX Correlates with NPS
319 Organizations Across 20 Industries

Pearson correlation = **0.9**

Likelihood To Recommend

2020 XMI Experience Ratings
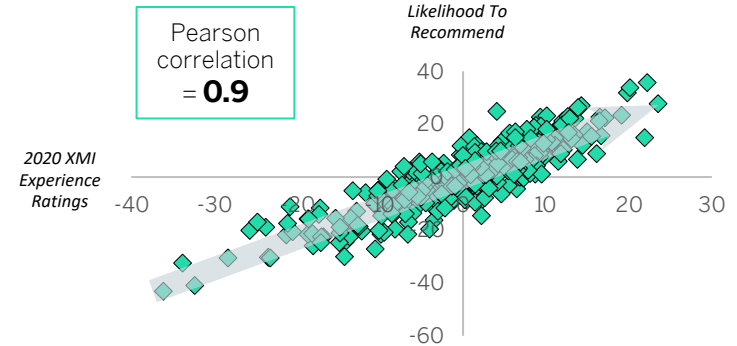
Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will repurchase from the investment firm, they trust the investment firm, and they will forgive the investment firm for a mistake:
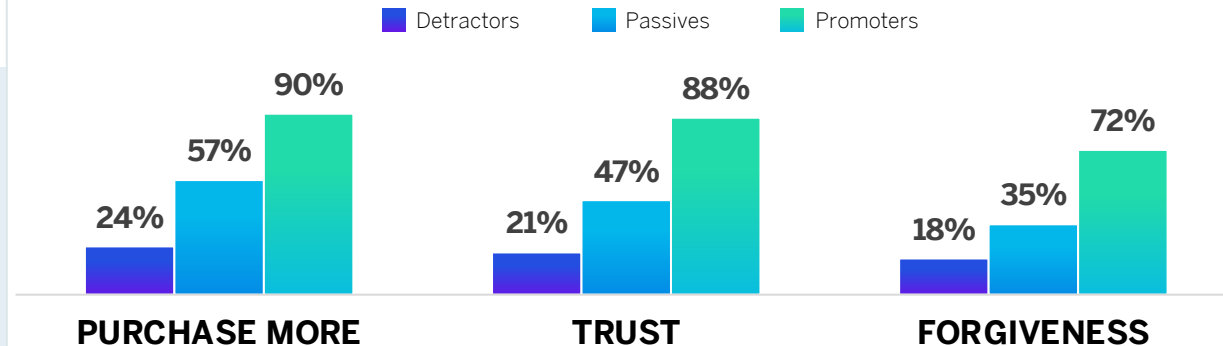
■ Detractors ■ Passives ■ Promoters

	PURCHASE MORE	TRUST	FORGIVENESS
Detractors	24%	21%	18%
Passives	57%	47%	35%
Promoters	90%	88%	72%

Base: 10,000 U.S. consumers, 319 companies, 20 industries
Source: Qualtrics XM Institute Q2 2020 U.S. Consumer Benchmark Study

Economics of NPS in the Parcel Delivery Industry

Qualtrics XM institute™

KEY TAKEAWAYS

+ Parcel delivery services received an average NPS of **21**, which is nine points higher than the 20-industry average and the 5th highest score of any industry included in the study.

+ There is a strong positive relationship 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 **3.4x** more likely to purchase more from a parcel delivery service, **4.3x** more likely to trust a parcel delivery service, and **4.4x** more likely to forgive a parcel delivery service if it makes a mistake.

ABOUT

These charts look at how NPS® correlates to CX and influences key loyalty behaviors in the parcel delivery industry. This data comes from a study of 10,000 U.S. consumers, who provided feedback about their experiences with 319 companies across 20 industries. 5,725 consumers rated their experiences with four parcel delivery services as part of this research. For more information on the methodology for this study, see the *Appendix: Description of Methodology* at the back of this document.

Parcel Delivery NPS
Parcel Delivery vs. 20-industry Average

21
Average NPS across 4 parcel delivery services from 5,725 customers

12
Average NPS across 319 companies in 20 industries from 10,000 customers

CX Correlates with NPS
319 Organizations Across 20 Industries

Pearson correlation = **0.9**

2020 XMI Experience Ratings

Likelihood To Recommend
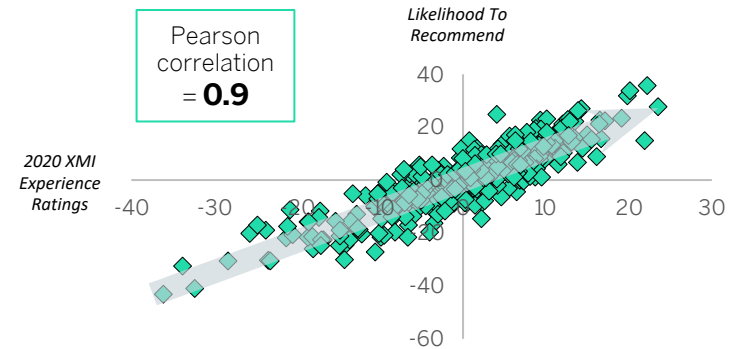
Effect of NPS on Key Loyalty Behaviors
Percentage of detractors, passives and promoters who say they will purchase more from the parcel delivery service, they trust the delivery service, and they will forgive the delivery service for a mistake:

■ Detractors ■ Passives ■ Promoters

PURCHASE MORE
- Detractors: 27%
- Passives: 64%
- Promoters: 92%

TRUST
- Detractors: 20%
- Passives: 46%
- Promoters: 84%

FORGIVENESS
- Detractors: 16%
- Passives: 34%
- Promoters: 69%

Base: 10,000 U.S. consumers, 319 companies, 20 industries
Source: Qualtrics XM Institute Q2 2020 U.S. Consumer Benchmark Study

Economics of NPS in the Retail Industry

KEY TAKEAWAYS

+ Retailers received an average NPS of **26**, which is 14 points higher than the 20-industry average and the second highest score of any industry included in the study.

+ There is a strong positive relationship 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 **3.1x** more likely to purchase more from a retailer, **4.6x** more likely to trust a retailer, and **4.3x** more likely to forgive a retailer if it makes a mistake.

ABOUT

These charts look at how NPS® correlates to CX and influences key loyalty behaviors in the retail industry. This data comes from a study of 10,000 U.S. consumers, who provided feedback about their experiences with 319 companies across 20 industries. 7,629 consumers rated their experiences with 41 retailers as part of this research. For more information on the methodology for this study, see the *Appendix: Description of Methodology* at the back of this document.

Retail NPS
Software vs. 20-industry Average

26
Average NPS across 41 retail companies from 7,629 customers

12
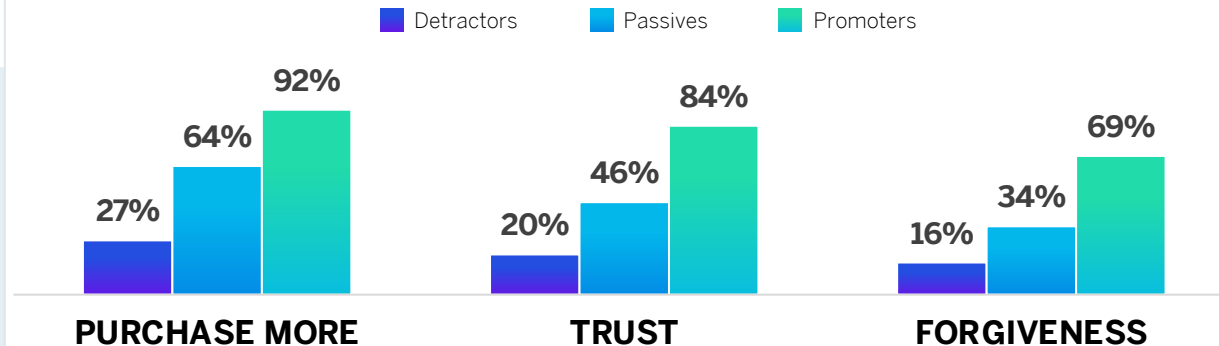Average NPS across 319 companies in 20 industries from 10,000 customers

CX Correlates with NPS
319 Organizations Across 20 Industries

Pearson correlation = **0.9**

Likelihood To Recommend

2020 XMI Experience Ratings
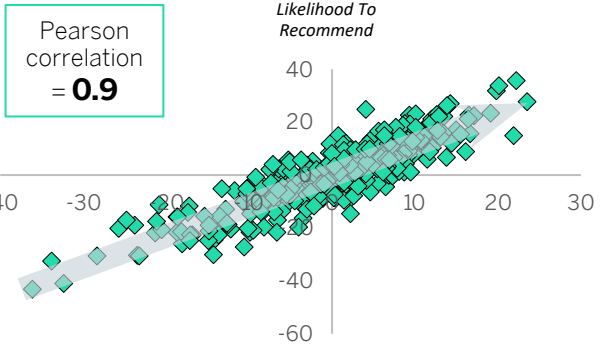
Effect of NPS on Key Loyalty Behaviors

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:

■ Detractors   ■ Passives   ■ Promoters

PURCHASE MORE	TRUST	FORGIVENESS
31% / 71% / 94%	19% / 45% / 85%	16% / 33% / 71%

Base: 10,000 U.S. consumers, 319 companies, 20 industries
Source: Qualtrics XM Institute Q2 2020 U.S. Consumer Benchmark Study

Economics of NPS in the Software Industry

KEY TAKEAWAYS

+ Software firms received an average NPS of **13**, one point higher than the 20-industry average. Software firms tied for the 9th highest score of any industry included in the study.

+ There is a strong positive relationship 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 from a software firm, **4.4x** more likely to trust a software firm, and **3.8x** more likely to forgive a software firm if it makes a mistake.

ABOUT

These charts look at how NPS® correlates to CX and influences key loyalty behaviors in the software industry. This data comes from a study of 10,000 U.S. consumers, who provided feedback about their experiences with 319 companies across 20 industries. 4,683 consumers rated their experiences with 10 software firms as part of this research. For more information on the methodology for this study, see the *Appendix: Description of Methodology* at the back of this document.

Software NPS
Software vs. 20-industry Average

13
Average NPS across 10 software companies from 4,683 customers

12
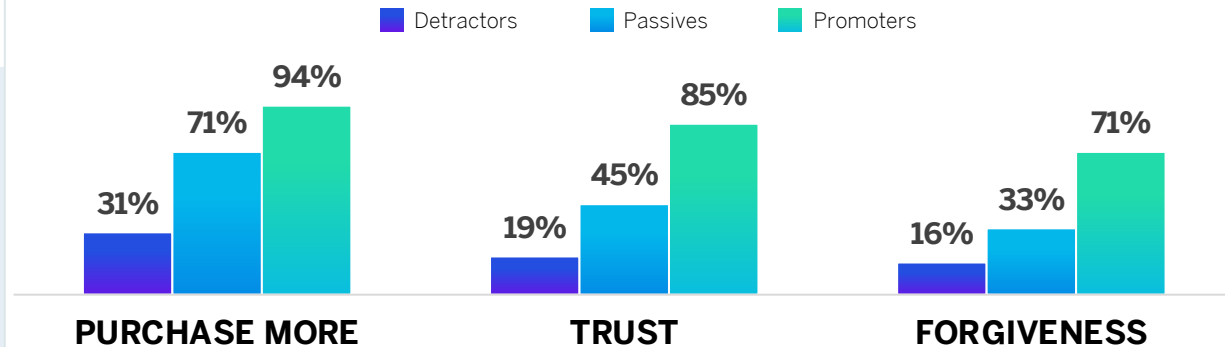Average NPS across 319 companies in 20 industries from 10,000 customers

CX Correlates with NPS
319 Organizations Across 20 Industries

Pearson correlation = **0.9**

2020 XMI Experience Ratings

Likelihood To Recommend
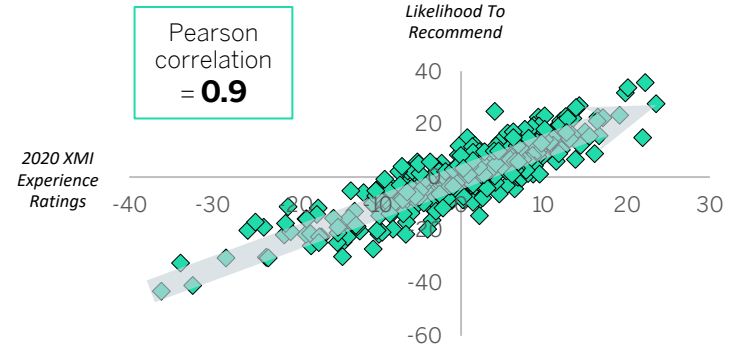
Effect of NPS on Key Loyalty Behaviors

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

■ Detractors ■ Passives ■ Promoters

PURCHASE MORE
- 24%
- 56%
- 89%

TRUST
- 19%
- 44%
- 83%

FORGIVENESS
- 19%
- 35%
- 73%

Base: 10,000 U.S. consumers, 319 companies, 20 industries
Source: Qualtrics XM Institute Q2 2020 U.S. Consumer Benchmark Study

Economics of NPS in the Streaming Industry

Qualtrics XM institute™

KEY TAKEAWAYS

+ Streaming media companies received an average NPS of **28**, which is 16 points higher than the 20-industry average and highest score of any industry included in the study.

+ There is a strong positive relationship 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 from a streaming company, **4.7x** more likely to trust a streaming company, and **4.8x** more likely to forgive a streaming company if it makes a mistake.

ABOUT

These charts look at how NPS® correlates to CX and influences key loyalty behaviors in the streaming media industry. This data comes from a study of 10,000 U.S. consumers, who provided feedback about their experiences with 319 companies across 20 industries. 5,719 consumers rated their experiences with 18 streaming companies as part of this research. For more information on the methodology for this study, see the *Appendix: Description of Methodology* at the back of this document.

Streaming NPS
Streaming vs. 20-industry Average

28
Average NPS across 18 streaming companies from 5,719 customers

12
Average NPS across 319 companies in 20 industries from 10,000 customers

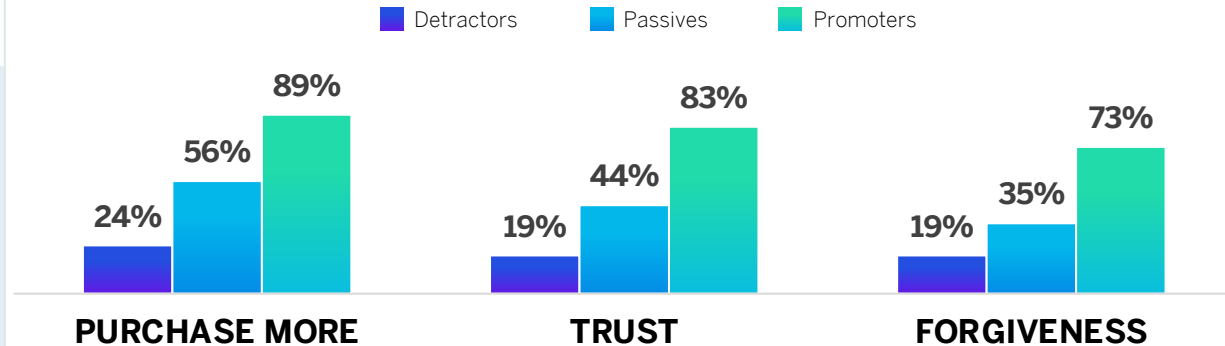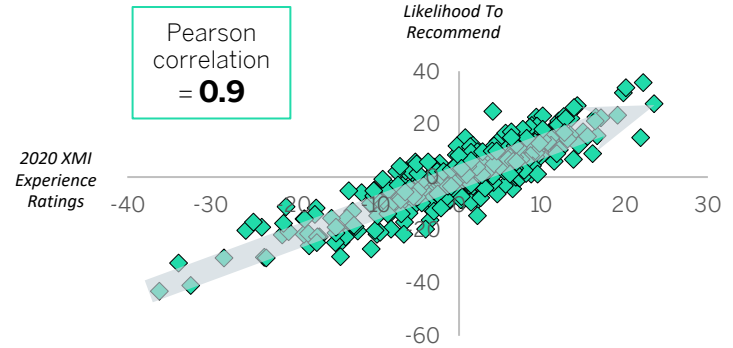## CX Correlates with NPS
319 Organizations Across 20 Industries

Pearson correlation = **0.9**

2020 XMI Experience Ratings

Likelihood To Recommend

Effect of NPS on Key Loyalty Behaviors

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

■ Detractors ■ Passives ■ Promoters

	Detractors	Passives	Promoters
PURCHASE MORE	23%	57%	90%
TRUST	18%	42%	82%
FORGIVENESS	14%	34%	69%

Base: 10,000 U.S. consumers, 319 companies, 20 industries
Source: Qualtrics XM Institute Q2 2020 U.S. Consumer Benchmark Study

Economics of NPS in the TV/ISP Industry

KEY TAKEAWAYS

+ TV/Internet Service Providers received an average NPS of **3**, nine points lower than the 20-industry average. TV/ISPs tied for the 16th highest score of any industry included in the study.

+ There is a strong positive relationship 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 **5.1x** more likely to purchase more from a TV/ISP, **6.4x** more likely to trust a TV/ISP, and **6.4x** more likely to forgive a TV/ISP if it makes a mistake.

ABOUT

These charts look at how NPS® correlates to CX and influences key loyalty behaviors in the TV/Internet service provider industry. This data comes from a study of 10,000 U.S. consumers, who provided feedback about their experiences with 319 companies across 20 industries. 5,643 consumers rated their experiences with nine TV/ISPs as part of this research. For more information on the methodology for this study, see the *Appendix: Description of Methodology* at the back of this document.

TV/ISP NPS
TV/ISP vs. 20-industry Average

3
Average NPS across 9 TV/ISP companies from 5,643 customers

12
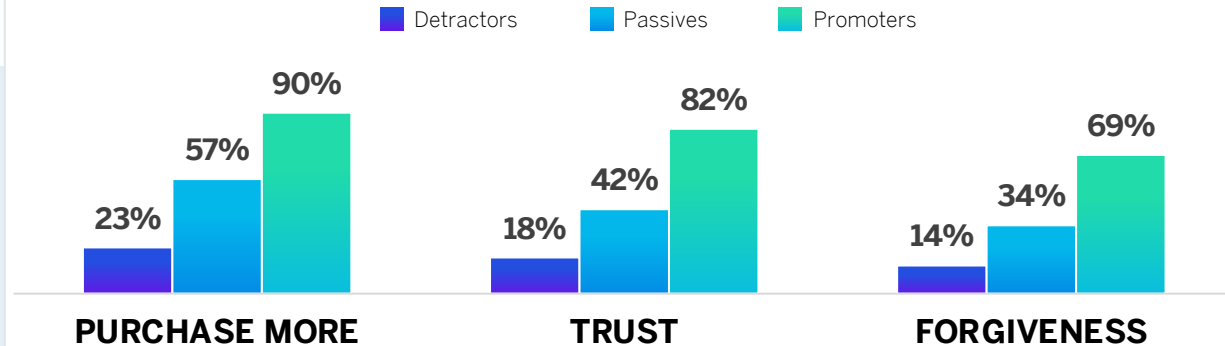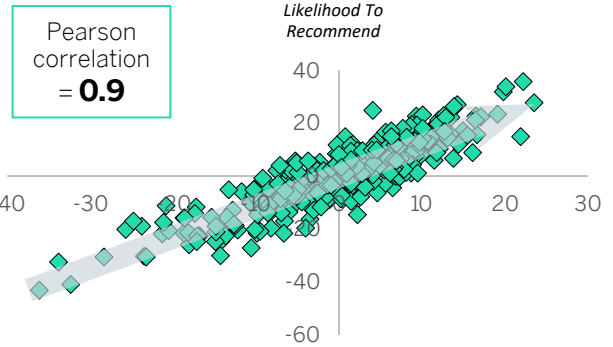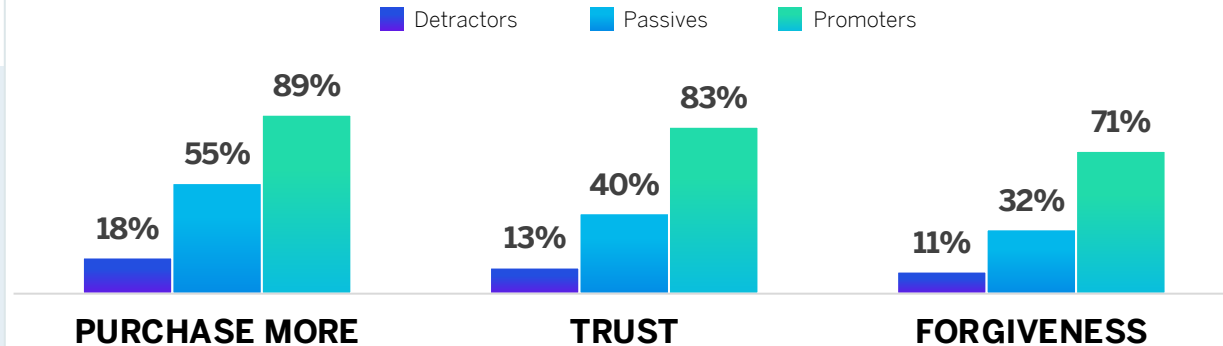Average NPS across 319 companies in 20 industries from 10,000 customers

CX Correlates with NPS
319 Organizations Across 20 Industries

Pearson correlation = **0.9**

Likelihood To Recommend

2020 XMI Experience Ratings

Effect of NPS on Key Loyalty Behaviors
Percentage of detractors, passives and promoters who say they will purchase more from the TV/ISP , they trust the TV/ISP, and they will forgive the TV/ISP for a mistake:

■ Detractors ■ Passives ■ Promoters

	PURCHASE MORE	TRUST	FORGIVENESS
Detractors	18%	13%	11%
Passives	55%	40%	32%
Promoters	89%	83%	71%

Base: 10,000 U.S. consumers, 319 companies, 20 industries
Source: Qualtrics XM Institute Q2 2020 U.S. Consumer Benchmark Study

Economics of NPS in the Utilities Industry

KEY TAKEAWAYS

+ Utilities received an average NPS of **8**, which is four points lower than the 20-industry average and the 13th highest score of any industry included in the study.

+ There is a strong positive relationship 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 from a utility, **4.5x** more likely to trust a utility, and **4.8x** more likely to forgive a utility if it makes a mistake.

ABOUT

These charts look at how NPS® correlates to CX and influences key loyalty behaviors in the utilities industry. This data comes from a study of 10,000 U.S. consumers, who provided feedback about their experiences with 319 companies across 20 industries. 4,607 consumers rated their experiences with 21 utilities as part of this research. For more information on the methodology for this study, see the *Appendix: Description of Methodology* at the back of this document.

Utilities NPS
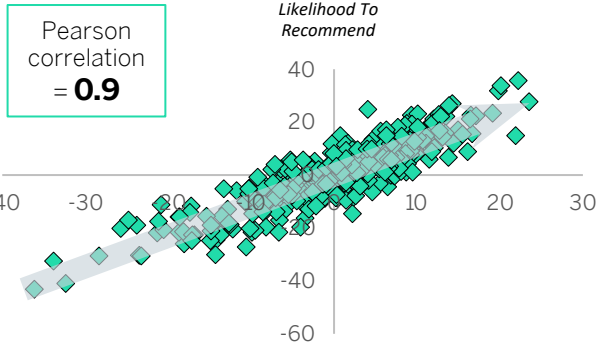### Utilities vs. 20-industry Average

8

Average NPS across 21 utilities companies from 4,607 customers

12

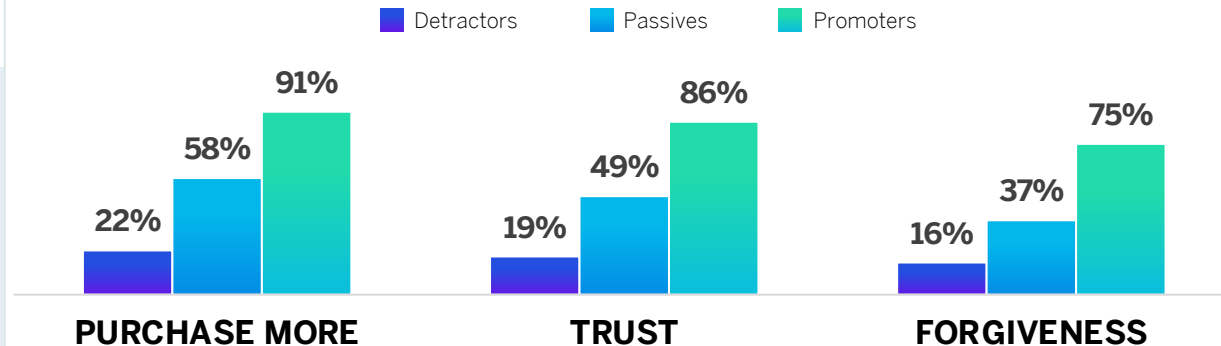Average NPS across 319 companies in 20 industries from 10,000 customers

CX Correlates with NPS
319 Organizations Across 20 Industries

Pearson correlation = **0.9**

Likelihood To Recommend

2020 XMI Experience Ratings

Effect of NPS on Key Loyalty Behaviors

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

■ Detractors ■ Passives ■ Promoters

PURCHASE MORE
- 22%
- 58%
- 91%

TRUST
- 19%
- 49%
- 86%

FORGIVENESS
- 16%
- 37%
- 75%

Base: 10,000 U.S. consumers, 319 companies, 20 industries
Source: Qualtrics XM Institute Q2 2020 U.S. Consumer Benchmark Study

Economics of NPS in the Wireless Industry

KEY TAKEAWAYS

+ Wireless carriers received an average NPS of **19**, seven points higher than the 20-industry average. Wireless carriers tied for the 6th highest score of any industry included in the study.

+ There is a strong positive relationship 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 **4.1x** more likely to purchase more from a wireless carrier, **4.9x** more likely to trust a carrier, and **5.2x** more likely to forgive a wireless carrier if it makes a mistake.

ABOUT

These charts look at how NPS® correlates to CX and influences key loyalty behaviors in the wireless industry. This data comes from a study of 10,000 U.S. consumers, who provided feedback about their experiences with 319 companies across 20 industries. 5,690 consumers rated their experiences with nine wireless carriers as part of this research. For more information on the methodology for this study, see the *Appendix: Description of Methodology* at the back of this document.
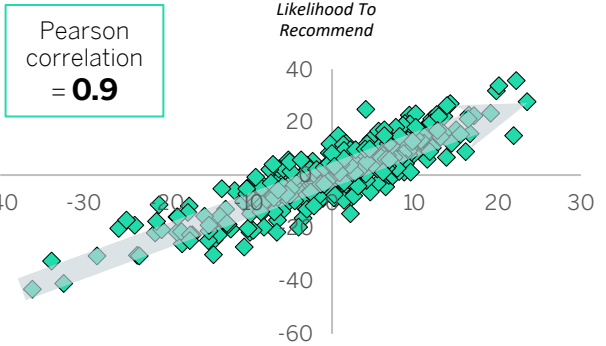
Wireless NPS
Wireless vs. 20-industry Average

19

Average NPS across 9 wireless companies from 5,690 customers

12

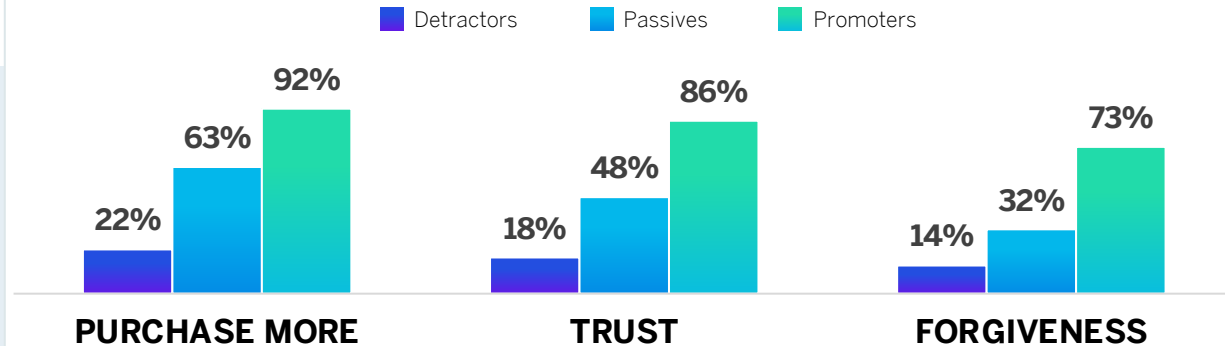Average NPS across 319 companies in 20 industries from 10,000 customers

CX Correlates with NPS
319 Organizations Across 20 Industries

Pearson correlation = **0.9**

Likelihood To Recommend

2020 XMI Experience Ratings

Effect of NPS on Key Loyalty Behaviors

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

■ Detractors ■ Passives ■ Promoters

PURCHASE MORE: 22% / 63% / 92%

TRUST: 18% / 48% / 86%

FORGIVENESS: 14% / 32% / 73%

Base: 10,000 U.S. consumers, 319 companies, 20 industries
Source: Qualtrics XM Institute Q2 2020 U.S. Consumer Benchmark Study

Appendix: Description of Methodology

Qualtrics
XM institute™

How does Net Promoter® Score (NPS®) relate to customer experience and key loyalty behaviors across different industries? To address this question, the XM Institute conducted a large-scale benchmark study where we asked a representative sample of 10,000 U.S. consumers to rate their recent interactions with 319 organizations across 20 industries.

Calculating NPS

+ We asked respondents who had interacted with a company to answer the standard Net Promoter® Score (NPS®)* question: *How likely are you to recommend <company> to friends and colleagues?* Consumers selected a response from 0 (not at all likely) to 10 (extremely likely).

+ We determined the percentages of each company's respondents who were *promoters* (selected 9 or 10), *passives* (selected 7 or 8), or *detractors* (selected between 0 and 6).

+ We then calculated the NPS for each company by subtracting its percentage of detractors from its percentage of promoters.

+ For more information on each industry's NPS, see the Data Snippet *XMI Customer Ratings – Consumer NPS® Scores, 2020 (by Industry)*.

Correlating CX and NPS

+ We asked respondents who had interacted with a company to rate their experience across the three components of an experience: *success* (were they able to accomplish their goals?), *effort* (how easy or difficult was it for them to accomplish their goals?), and *emotion* (how did they feel?).

+ We found the *XMI Customer Rating – Overall* for each of the 319 companies by averaging the ratings for these three experience components.

+ We then took each company's NPS and subtracted it from the average NPS of its industry, and we took each company's *XMI Rating* and subtracted it from its industry's average *Rating*.

+ Finally, we looked at the relationship between these two data sets. Through this analysis, we found them to be highly correlated, with a Pearson correlation coefficient of 0.9.

Evaluating loyalty behaviors by NPS

+ We asked consumers to rate three key loyalty behaviors on a scale from 1 (extremely unlikely) to 7 (extremely likely). The three loyalty behaviors were likelihood to purchase more from the company, likelihood to trust the company to take care of their needs, and likelihood to forgive the company if it makes a mistake.

+ For each of these three loyalty behaviors, we separated responses out across *detractors*, *passives*, and *promoters*.

+ We then looked at the percentage of each of these three groups who indicated that they were likely to repurchase, trust, or forgive a company by selecting 6 (very likely) or 7 (extremely likely) on the seven-point scale.

+ Note: Numbers are rounded so may not match independent calculations.

boilerplate
www.**xminstitute**.com
Copyright © 2021 Qualtrics®. All rights reserved.
*Net Promoter Score, Net Promoter, and NPS are registered trademarks of Bain & Company, Satmetrix, and Fred Reichheld.