



DATA SNAPSHOT

# U.S. Consumer Journeys Needing Improvement Across 22 Industries

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# Executive Summary

## KEY FINDINGS IN THIS REPORT

As part of our annual US Consumer Benchmark study, we asked a demographically representative online panel of US consumers that recently interacted with companies across 22 industries to identify up to two experiences that need to be improved. Respondents also answered 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 then determined the NPS given by consumers that had and had not encountered experiences that need to be improved. From their answers, we learned that:

- + **Consumers frequently encounter broken journeys.** On average across all industries, over half of the responses identified at least one journey that needs improvement. The most broken journey occurs for TV/internet service provider customers; 27% say that 'getting help from the customer service department' needs improvement.
- + **Broken journeys have a significant impact on NPS.** Consumers who identified a journey that needed improvement provided an NPS, on average across all industries, 20 points lower than those that did not identify that broken journey.
- + **Consumers find it difficult to get help from customer service.** In seven of 22 industries, consumers most frequently identified 'getting help from the customer service department' as a journey that could use improvement. When identified as a broken journey, it had the most negative impact on NPS of all journeys in 12 of 22 industries.
- + **Negative experiences with banks have the greatest impact on NPS.** When a banking experience is identified as broken by a consumer, it has an average impact of -34 points to a company's NPS, the highest of all industries. Customers that struggle to get help from a bank's customer service department give an NPS 54 points lower than those that did not.

## STUDY KEY FACTS

- US online study
- Conducted Q3 of 2021
- 9,055 consumers
- 22 industries

# U.S. Consumer Journeys Needing Improvement Across 22 Industries

## FIGURES IN THE REPORT

1. Journeys that Need the Most Improvement
2. Journeys that Most Impact NPS
3. Problematic Journeys: Airlines
4. How Journeys Impact NPS: Airlines
5. Problematic Journeys: Automotive
6. How Journeys Impact NPS: Automotive
7. Problematic Journeys: Banking
8. How Journeys Impact NPS: Banking
9. Problematic Journeys: Car Rental
10. How Journeys Impact NPS: Car Rental
11. Problematic Journeys: Computer & Tablet Makers
12. How Journeys Impact NPS: Computer & Tablet Makers
13. Problematic Journeys: Consumer Payment
14. How Journeys Impact NPS: Consumer Payment
15. Problematic Journeys: Electronics
16. How Journeys Impact NPS: Electronics
17. Problematic Journeys: Fast Food
18. How Journeys Impact NPS: Fast Food
19. Problematic Journeys: Food Takeout & Delivery
20. How Journeys Impact NPS: Food Takeout & Delivery
21. Problematic Journeys: Grocery
22. How Journeys Impact NPS: Grocery
23. Problematic Journeys: Health Insurance
24. How Journeys Impact NPS: Health Insurance
25. Problematic Journeys: Hotels
26. How Journeys Impact NPS: Hotels
27. Problematic Journeys: Insurance
28. How Journeys Impact NPS: Insurance
29. Problematic Journeys: Investment Firms
30. How Journeys Impact NPS: Investment Firms
31. Problematic Journeys: Parcel Delivery Services
32. How Journeys Impact NPS: Parcel Delivery Services
33. Problematic Journeys: Retail
34. How Journeys Impact NPS: Retail
35. Problematic Journeys: Software
36. How Journeys Impact NPS: Software
37. Problematic Journeys: Social Media
38. How Journeys Impact NPS: Social Media
39. Problematic Journeys: Streaming Media
40. How Journeys Impact NPS: Streaming Media
41. Problematic Journeys: TV/Internet Service Provider
42. How Journeys Impact NPS: TV/Internet Service Provider
43. Problematic Journeys: Utilities
44. How Journeys Impact NPS: Utilities
45. Problematic Journeys: Wireless
46. How Journeys Impact NPS: Wireless

## *Methodology*

# Journeys That Need The Most Improvement

## KEY TAKEAWAYS

+ 'Getting help from the customer service department' is most frequently selected as a problematic journey by consumers in seven of 22 industries.

+ 'Finding and selecting the right product/service' is the most frequently cited problematic journey by consumers in five of 22 industries.

## ABOUT

This table shows the journeys that were most frequently said to need improvement for each industry by consumers.

### Journeys that consumers most frequently say need the most improvement

Industry	Most Problematic Journey	Industry	Most Problematic Journey
<b>Airlines</b>	Claiming your baggage	<b>Hotel</b>	Locating the right hotel
<b>Automotive</b>	Getting service on a vehicle	<b>Insurance</b>	Finding and selecting the right policy
<b>Banking</b>	Getting help from customer service department	<b>Investment Firms</b>	Understanding statements
<b>Car Rental</b>	Finding and selecting the right vehicle	<b>Parcel Delivery Services</b>	Getting help from customer service department
<b>Computer and Tablet Makers</b>	Receiving useful updates	<b>Retail</b>	Finding and selecting the right product
<b>Consumer Payments</b>	Getting help from customer service department	<b>Software Firms</b>	Updating the software
<b>Electronics</b>	Using the electronics	<b>Social Media</b>	Receiving useful updates
<b>Fast Food</b>	Getting the right order	<b>Streaming Media</b>	Finding and streaming the content you want
<b>Food Takeout and Delivery</b>	Receiving useful updates	<b>TV/Internet Service Provider</b>	Getting help from customer service department
<b>Grocery</b>	Finding and selecting the right products	<b>Utilities</b>	Getting help from customer service department
<b>Health Insurance</b>	Getting help from customer service department	<b>Wireless Carriers</b>	Getting help from customer service department

# Journeys That Most Impact NPS

## KEY TAKEAWAYS

+ 'Getting help from the customer service department' is the journey with the greatest negative impact on a company's NPS when selected by consumers for 12 of 22 industries.

+ When the journey 'using the product/services' is broken, it has the largest negative impact on NPS for a company in six of 22 industries.

## ABOUT

This table shows the journeys that have the greatest negative impact on the NPS score consumers give companies.

**When consumers identify these journeys as needing improvement, companies have the largest drop in Net Promoter Score (NPS)**

Industry	Most Impactful Journey	Industry	Most Impactful Journey
<b>Airlines</b>	Getting help from customer service department	<b>Hotel</b>	Getting help from customer service department
<b>Automotive</b>	Driving the vehicle	<b>Insurance</b>	Getting help from customer service department
<b>Banking</b>	Getting help from customer service department	<b>Investment Firms</b>	Getting help from customer service department
<b>Car Rental</b>	Driving the vehicle	<b>Parcel Delivery Services</b>	Shipping the parcel
<b>Computer and Tablet Makers</b>	Getting help from customer service department	<b>Retail</b>	Getting the right products
<b>Consumer Payments</b>	Using online customer service resources	<b>Software Firms</b>	Using the software
<b>Electronics</b>	Getting help from customer service department	<b>Social Media</b>	Using the account
<b>Fast Food</b>	Eating the food	<b>Streaming Media</b>	Receiving status on the purchase
<b>Food Takeout and Delivery</b>	Getting help from customer service department	<b>TV/Internet Service Provider</b>	Getting help from customer service department
<b>Grocery</b>	Getting help from customer service department	<b>Utilities</b>	Getting help from customer service department
<b>Health Insurance</b>	Submitting and resolving a claim	<b>Wireless Carriers</b>	Getting help from customer service department

# Problematic Journeys: Airlines

## KEY TAKEAWAYS

- + The journey airline consumers most want to see improved is 'claiming your baggage', with 14% saying this journey is broken.
- + The journey that the fewest consumers think needs improvement is 'flying to your destination'.

## ABOUT

This chart shows the percentage of consumers that think each interaction with a specific airline company needs to be improved, aggregated across all airline companies included in the analysis.

## Thinking of your interactions with [an airline], which of these experiences most needs to be improved?

(Select up to two options)



# How Journeys Impact NPS: Airlines

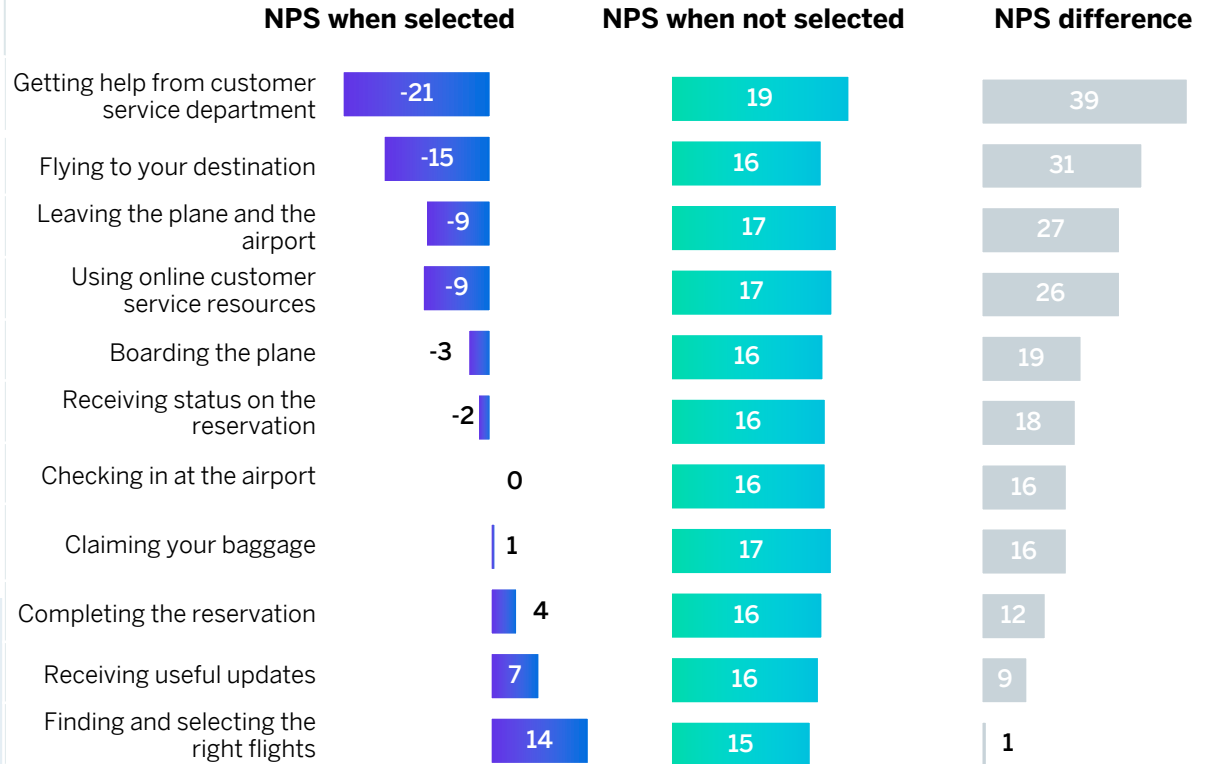
## KEY TAKEAWAYS

- + When none of these journeys are identified as broken, consumers provide airlines with an NPS of 48. When one or more journey needs improvement, consumers give an NPS of -1.
- + Consumers that say 'getting help from the customer service department' is a broken journey provide an NPS 39 points lower than those that didn't say so.
- + 'Finding and selecting the right flights' is the journey that, when broken, has the least impact on an airline's NPS.

## ABOUT

These charts show the NPS that consumers give an airline company when they say a journey needs improvement, the NPS consumers give airlines when a journey is not in need of improvement, and the difference between those two NPS scores.

## NPS difference when consumers identify an airline journey that needs improvement



Base: 9,055 US consumers  
Source: Qualtrics XM Institute Q3 US Benchmark Study

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# Problematic Journeys: Automotive

## KEY TAKEAWAYS

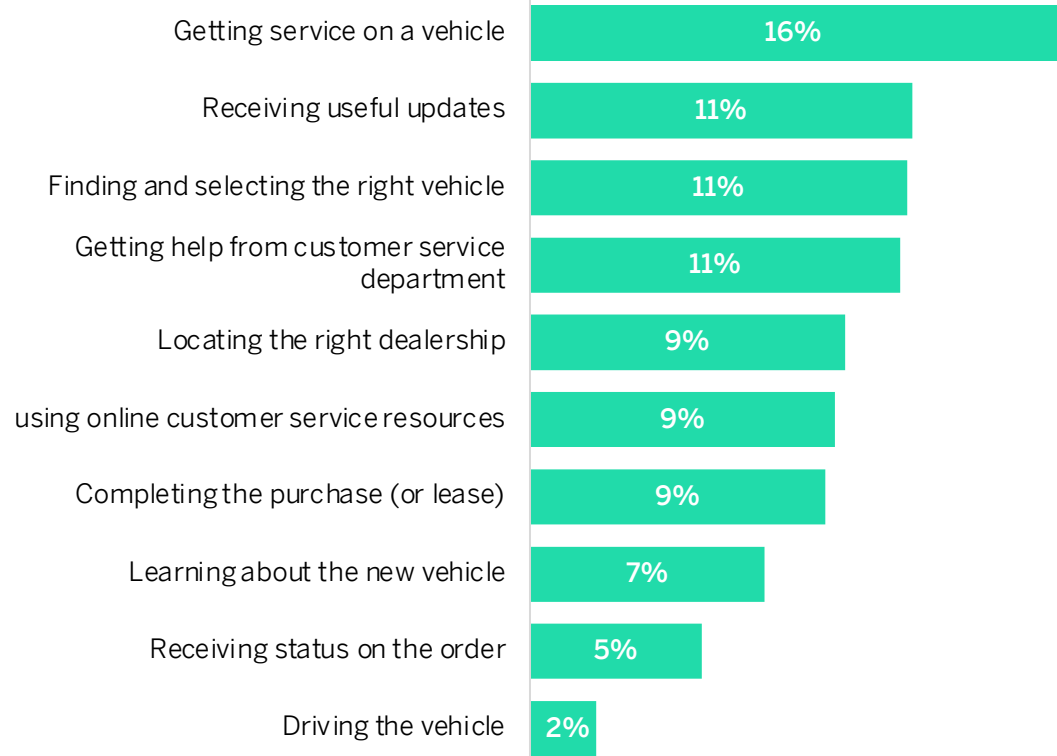
- + The journey auto consumers most want to see improved is 'getting service on a vehicle', with 16% saying this journey is broken.
- + The journey the fewest consumers think needs improvement is 'driving the vehicle'.

## ABOUT

This chart shows the percentage of consumers that think each interaction with a specific auto company needs to be improved, aggregated across all auto companies included in the analysis.

### Thinking of your interactions with [an auto company], which of these experiences most needs to be improved?

(Select up to two options)





# How Journeys Impact NPS: Automotive

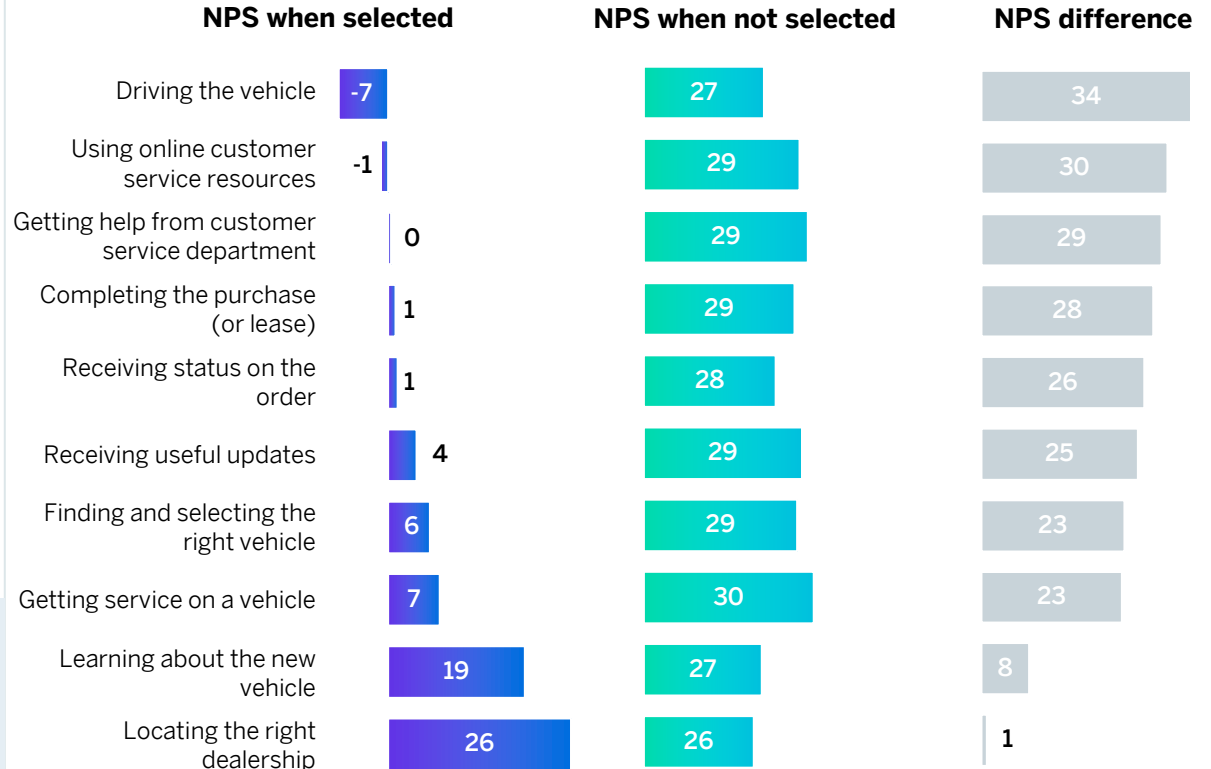
## KEY TAKEAWAYS

- + When none of these journeys are identified as broken, consumers provide auto companies with an NPS of 53. When one or more journey needs improvement, consumers give an NPS of 7.
- + Consumers that say 'driving the vehicle' is a broken journey provide an NPS 34 points lower than those that didn't say so.
- + 'Locating the right dealership' is the journey that, when broken, has the least impact on an auto company's NPS.

## ABOUT

These charts show the NPS that consumers give an auto company when they say a journey needs improvement, the NPS consumers give auto companies when a journey is not in need of improvement, and the difference between those two NPS scores.

## NPS difference when consumers identify an auto journey that needs improvement



# Problematic Journeys: Banking

## KEY TAKEAWAYS

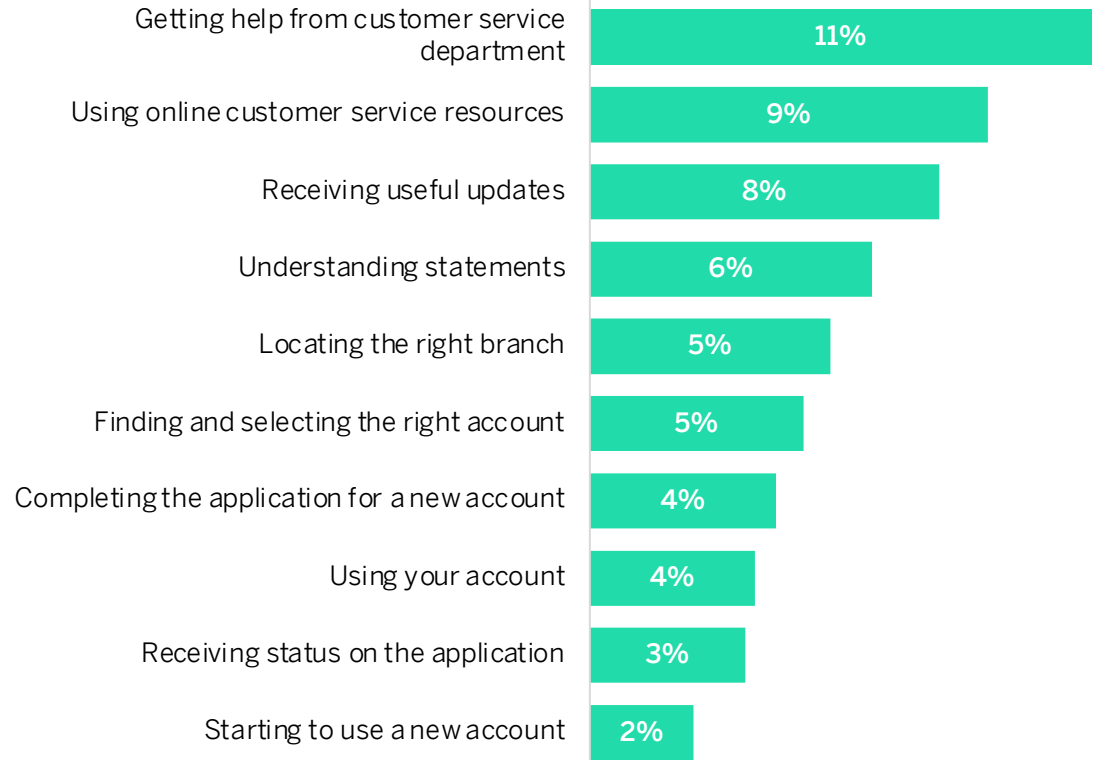
- + The journey that bank consumers most want to see improved is 'getting help from the customer service department', with 11% saying this journey is broken.
- + The journey the fewest consumers think needs improvement is 'starting to use the new account'.

## ABOUT

This chart shows the percentage of consumers that think each interaction with a specific bank needs to be improved, aggregated across all bank companies included in the analysis.

### Thinking of your interactions with [a bank], which of these experiences most needs to be improved?

(Select up to two options)



# How Journeys Impact NPS: Banking

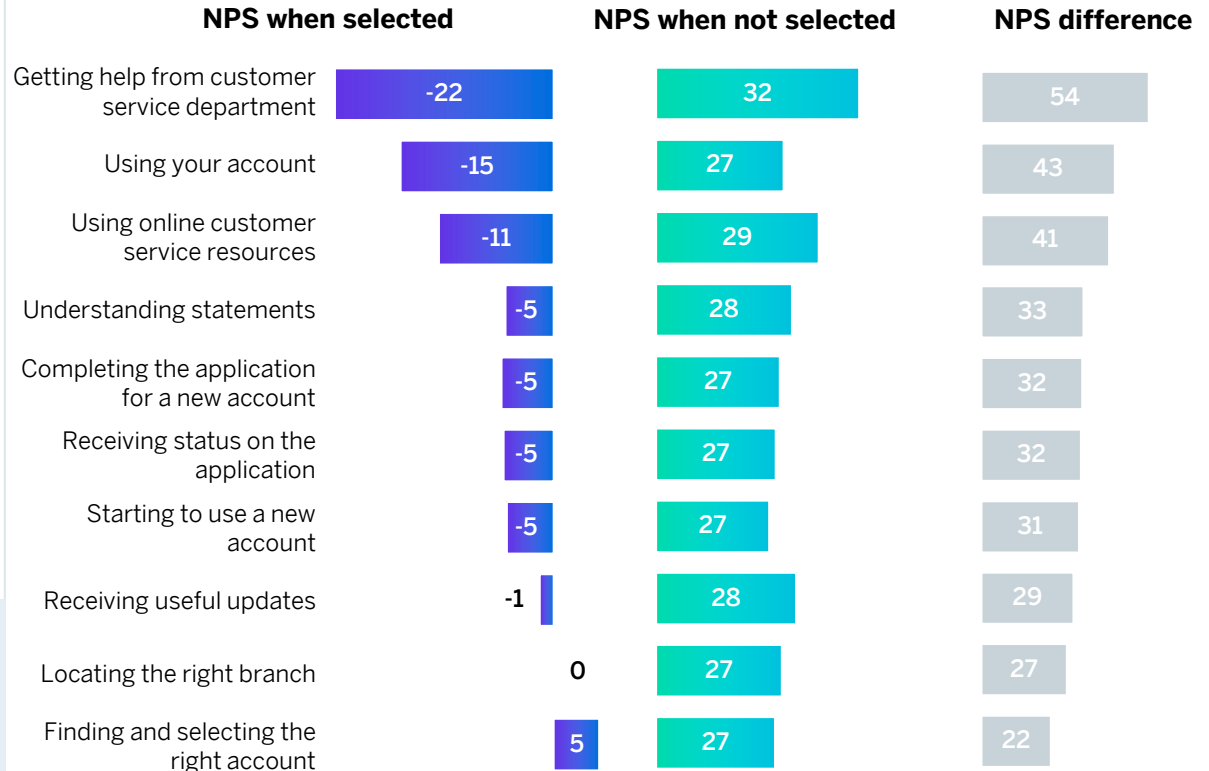
## KEY TAKEAWAYS

- + When none of these journeys are identified as broken, consumers provide banks with an NPS of 46. When one or more journey needs improvement, consumers give an NPS of -7.
- + Consumers that say 'getting help from the customer service department' is a broken journey provide an NPS 54 points lower than those that didn't say so.
- + 'Finding and selecting the right account' is the journey that, when broken, has the least impact on a bank's NPS.

## ABOUT

These charts show the NPS that consumers give a bank when they say a journey needs improvement, the NPS consumers give banks when a journey is not in need of improvement, and the difference between those two NPS scores.

### NPS difference when consumers identify a bank journey that needs improvement



# Problematic Journeys: Car Rental

## KEY TAKEAWAYS

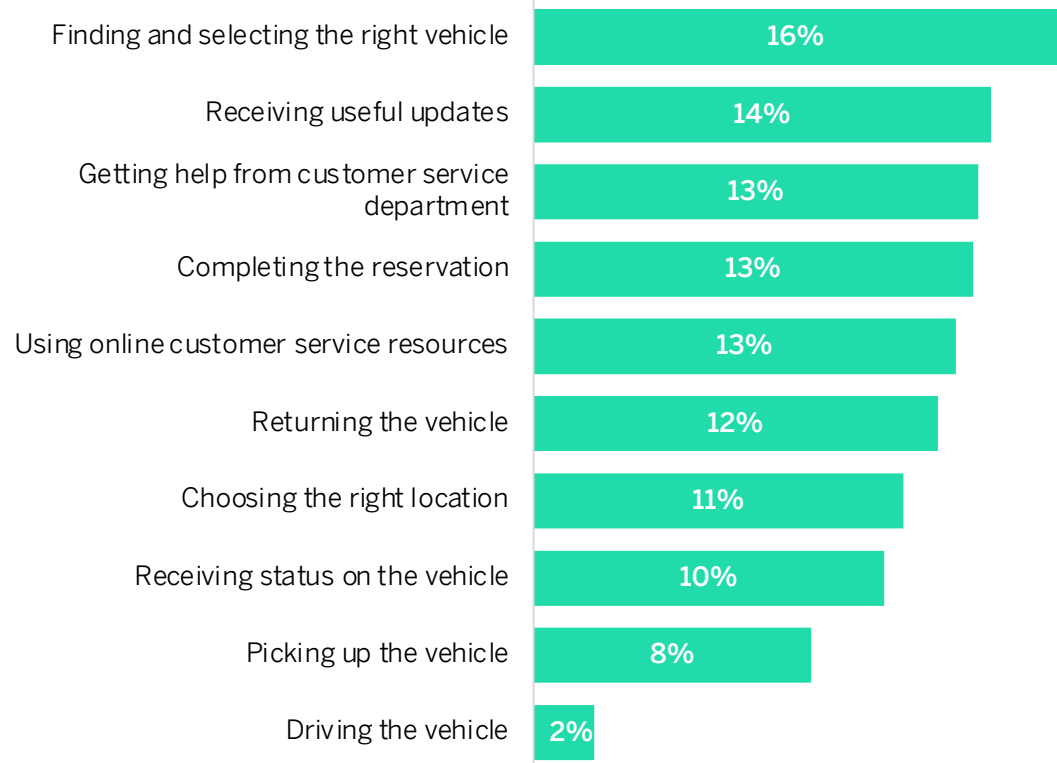
- + The journey car rental consumers most want to see improved is 'finding and selecting the right vehicle', with 16% saying this journey is broken.
- + The journey the fewest consumers think needs improvement is 'driving the vehicle'.

## ABOUT

This chart shows the percentage of consumers that think each interaction with a specific car rental company needs to be improved, aggregated across all car rental companies included in the analysis.

### Thinking of your interactions with [a car rental company], which of these experiences most needs to be improved?

(Select up to two options)

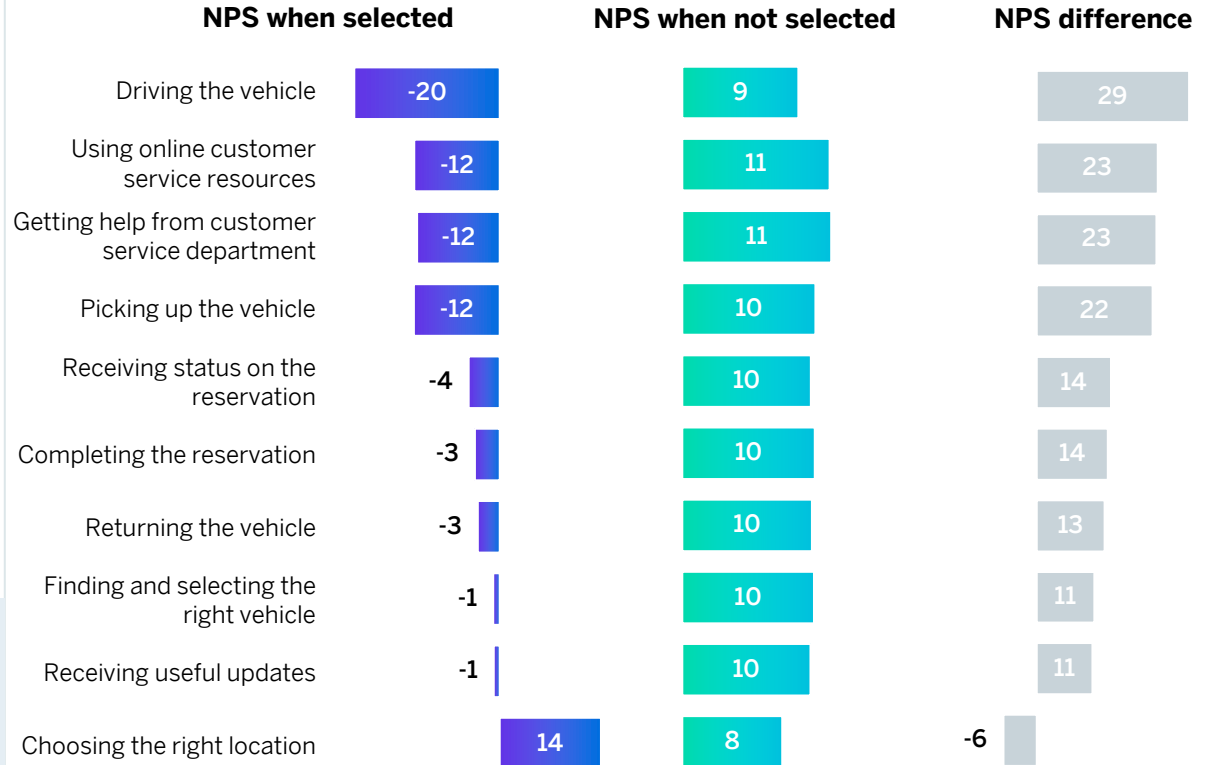


# How Journeys Impact NPS: Car Rental

## KEY TAKEAWAYS

- + When none of these journeys are identified as broken, consumers provide car rental companies with an NPS of 37. When one or more journey needs improvement, consumers give an NPS of -5.
- + Consumers that say 'driving the vehicle' is a broken journey provide an NPS 29 points lower than those that didn't say so.
- + 'Choosing the right location' is the journey that, when broken, shows the NPS given by consumers is higher than when it is not broken.

## NPS difference when consumers identify a car rental journey that needs improvement



## ABOUT

These charts show the NPS that consumers give a car rental company when they say a journey needs improvement, the NPS consumers give car rental companies when a journey is not in need of improvement, and the difference between those two NPS scores.

Base: 9,055 US consumers  
Source: Qualtrics XM Institute Q3 US Benchmark Study

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# Problematic Journeys: Computer & Tablet Makers

## KEY TAKEAWAYS

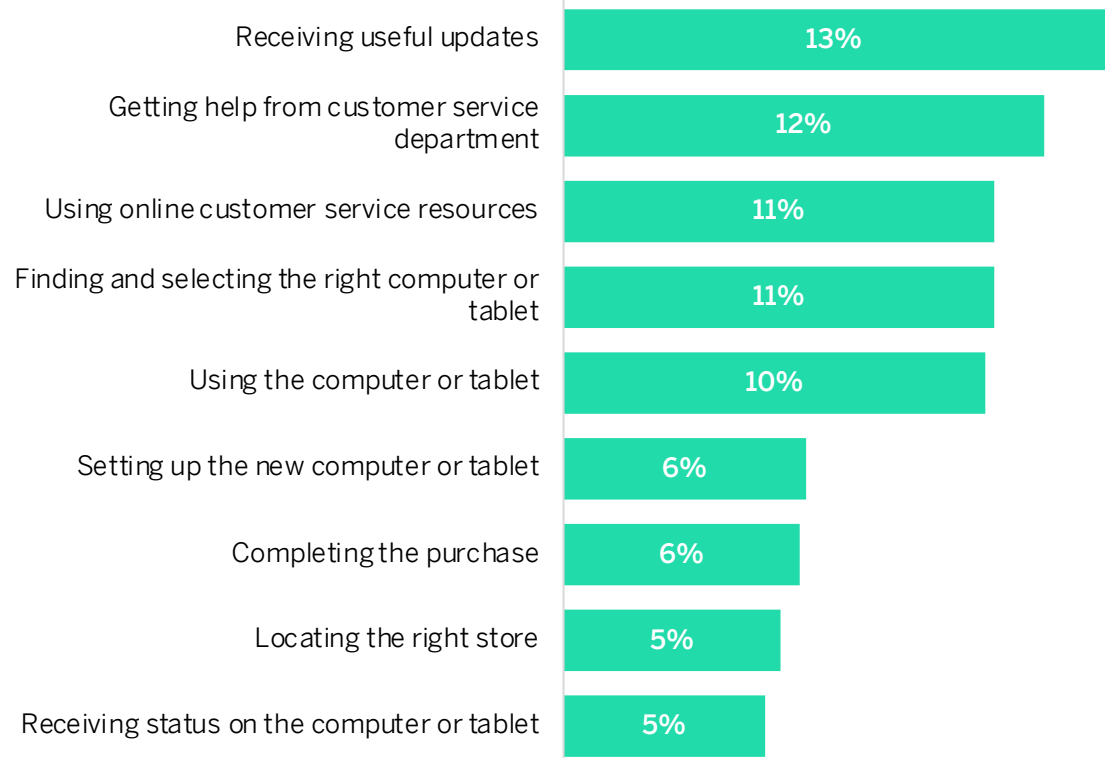
- + The journey that computer and tablet consumers most want to see improved is 'receiving useful updates', with 13% saying this journey is broken.
- + The journey that the fewest consumers think needs improvement is 'receiving status on the computer or tablet'.

## ABOUT

This chart shows the percentage of consumers that think each interaction with a specific computer and tablet maker needs to be improved, aggregated across all computer and tablet maker companies included in the analysis.

### Thinking of your interactions with [a computer/tablet maker], which of these experiences most needs to be improved?

(Select up to two options)



Base: 9,055 US consumers  
Source: Qualtrics XM Institute Q3 US Benchmark Study

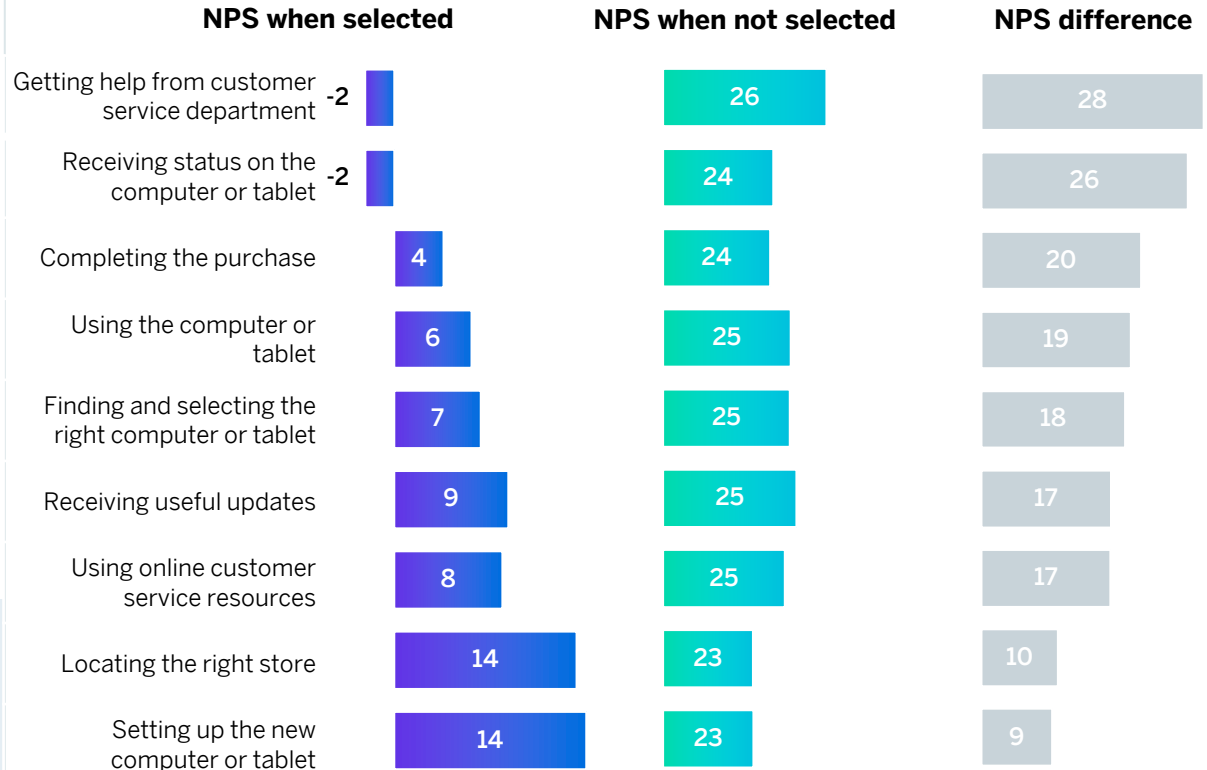
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# How Journeys Impact NPS: Computer & Tablet Makers

## KEY TAKEAWAYS

- + When none of these journeys are identified as broken, consumers provide computer and tablet makers with an NPS of 42. When one or more journey needs improvement, consumers give an NPS of 5.
- + Consumers that say 'getting help from the customer service department' is a broken journey provide an NPS 28 points lower than those that didn't say so.
- + 'Setting up the new computer or tablet' is the journey that, when broken, has the least impact on a computer/tablet maker's NPS.

## NPS difference when consumers identify a computer/tablet maker journey that needs improvement



## ABOUT

These charts show the NPS that consumers give a computer and tablet maker when they say a journey needs improvement, the NPS consumers give computer and tablet makers when a journey is not in need of improvement, and the difference between those two NPS scores.

Base: 9,055 US consumers  
Source: Qualtrics XM Institute Q3 US Benchmark Study

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# Problematic Journeys: Consumer Payment

## KEY TAKEAWAYS

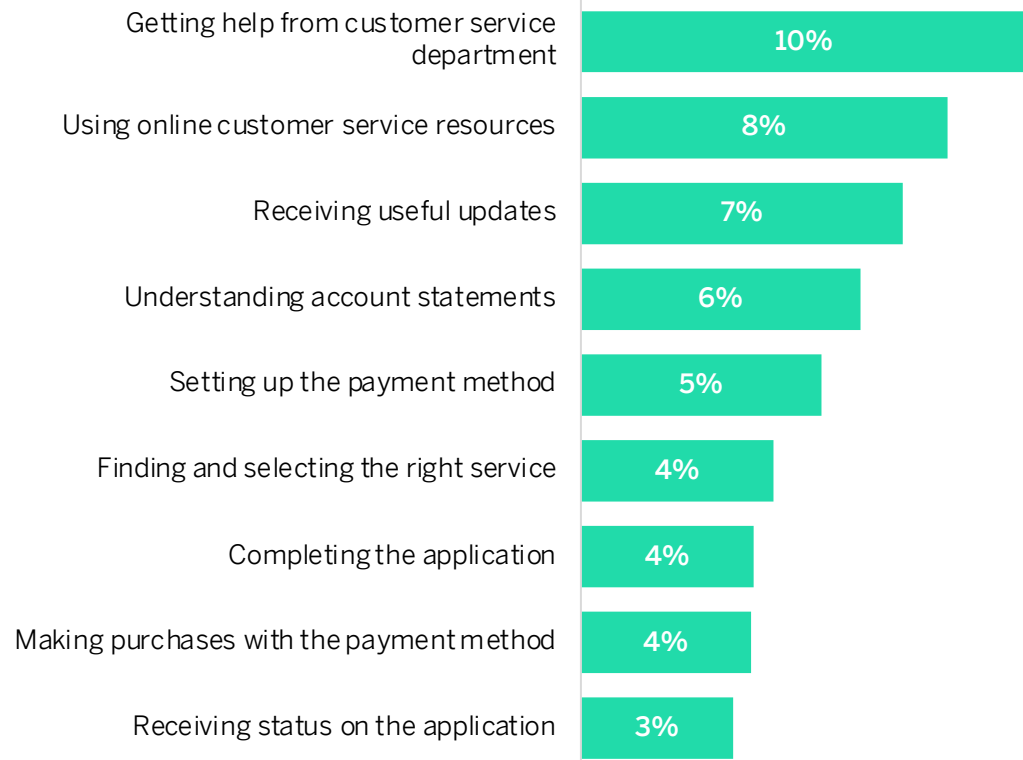
- + The journey that consumer payment users most want to see improved is 'getting help from the customer service department', with 10% saying this journey is broken.
- + The journey the fewest consumers think needs improvement is 'receiving status on the application'.

## ABOUT

This chart shows the percentage of consumers that think each interaction with a specific consumer payment company needs to be improved, aggregated across all consumer payment companies included in the analysis.

### Thinking of your interactions with [a consumer payment company], which of these experiences most needs to be improved?

(Select up to two options)



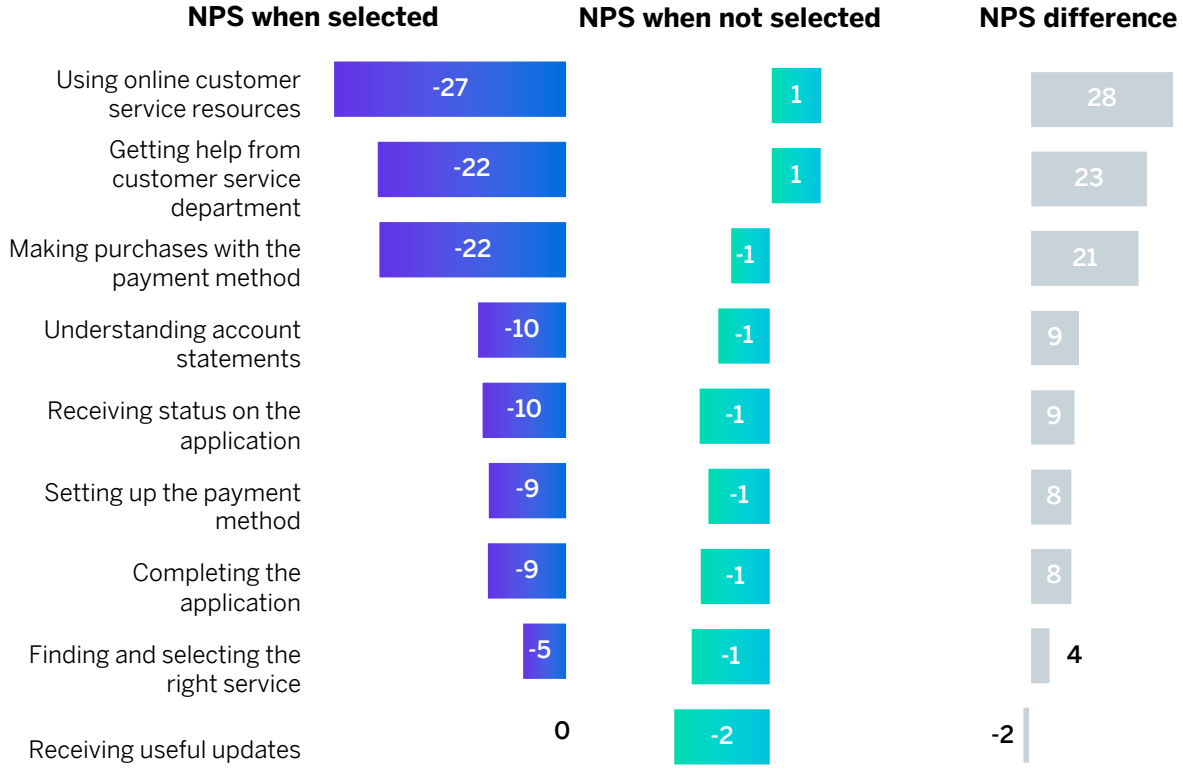


# How Journeys Impact NPS: Consumer Payment

## KEY TAKEAWAYS

- + When none of these journeys are identified as broken, consumers provide consumer payment companies with an NPS of 5. When one or more journey needs improvement, consumers give an NPS of -14.
- + Consumers that say 'using online customer service resources' is a broken journey provide an NPS 28 points lower than those that didn't say so.
- + 'Receiving useful updates' is a journey that, when broken, shows the NPS given by consumers is higher than when they say it is not broken.

**NPS difference when consumers identify a consumer payment journey that needs improvement**



### ABOUT

These charts show the NPS that consumers give a consumer payment company when they say a journey needs improvement, the NPS consumers give consumer payment companies when a journey is not in need of improvement, and the difference between those two NPS scores.

Base: 9,055 US consumers  
 Source: Qualtrics XM Institute Q3 US Benchmark Study

# Problematic Journeys: Electronics

## KEY TAKEAWAYS

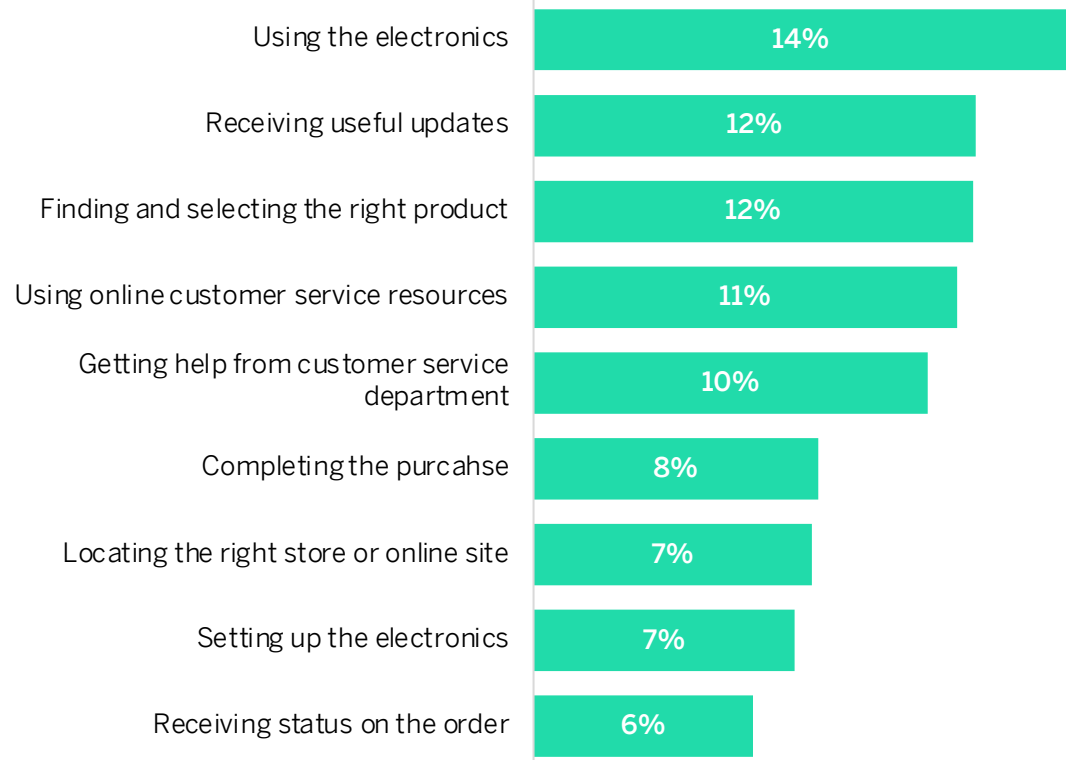
- + The journey that electronics consumers most want to see improved is 'using the electronics', with 14% saying this journey is broken.
- + The journey the fewest consumers think needs improvement is 'receiving status on the order'.

## ABOUT

This chart shows the percentage of consumers that think each interaction with a specific electronics company needs to be improved, aggregated across all electronics companies included in the analysis.

### Thinking of your interactions with [an electronics company], which of these experiences most needs to be improved?

(Select up to two options)

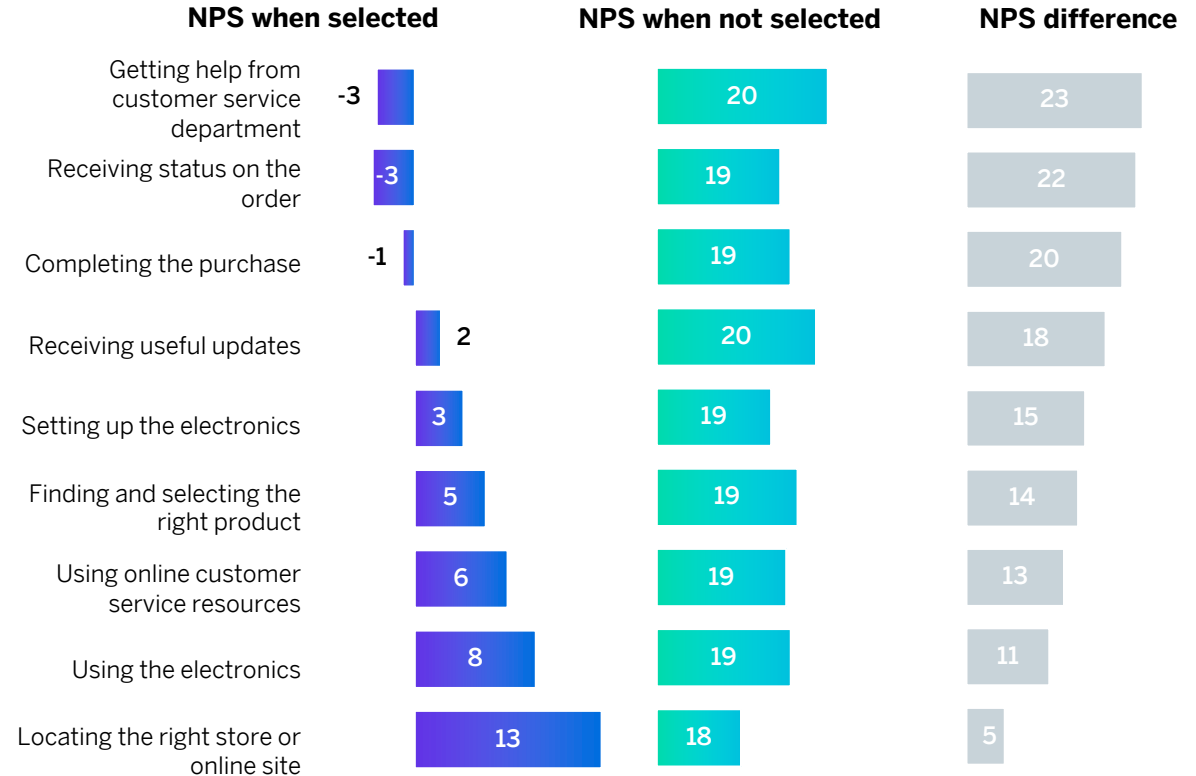


# How Journeys Impact NPS: Electronics

## KEY TAKEAWAYS

- + When none of these journeys are identified as broken, consumers provide electronics companies with an NPS of 37. When one or more journey needs improvement, consumers give an NPS of 2.
- + Consumers who that say 'getting help from the customer service department' is a broken journey provide an NPS 23 points lower than those that didn't say so.
- + 'Locating the right store or online site' is the journey that, when broken, has the least impact on an electronic company's NPS.

## NPS difference when consumers identify an electronics journey that needs improvement



## ABOUT

These charts show the NPS that consumers give an electronics company when they say a journey needs improvement, the NPS consumers give electronics companies when a journey is not in need of improvement, and the difference between those two NPS scores.

Base: 9,055 US consumers  
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# Problematic Journeys: Fast Food

## KEY TAKEAWAYS

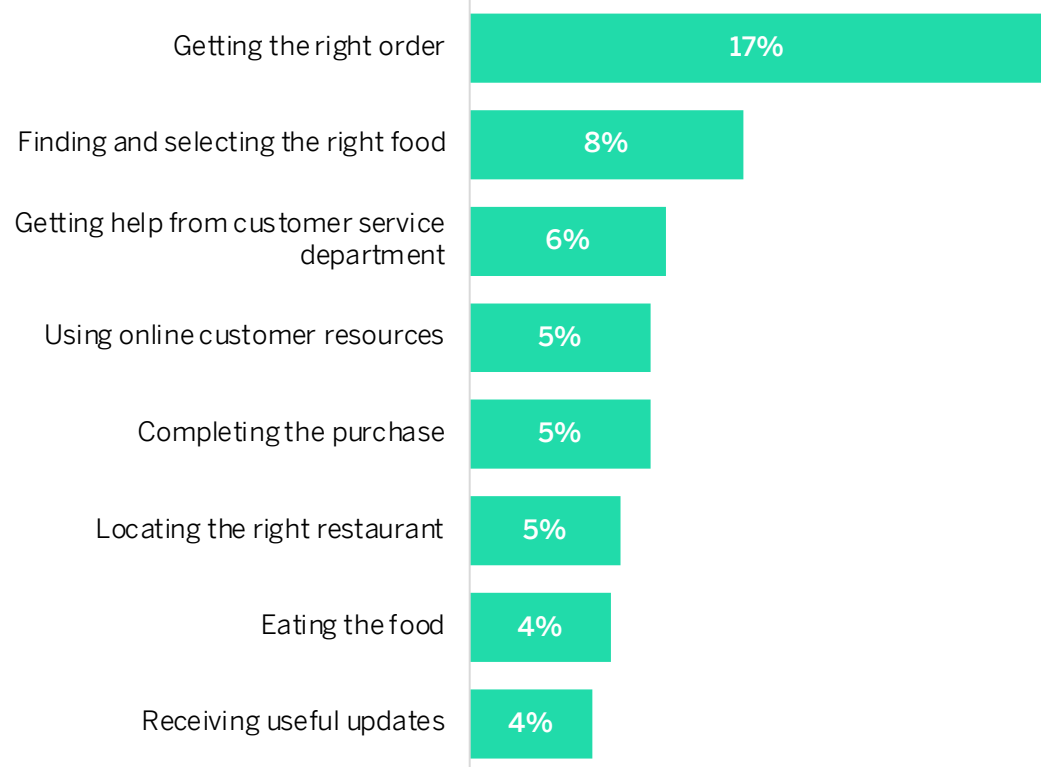
- + The journey fast food consumers most want to see improved is 'getting the right order', with 17% saying this journey is broken.
- + The journey the fewest consumers think needs improvement is 'receiving useful updates'.

## ABOUT

This chart shows the percentage of consumers that think each interaction with a specific fast food company needs to be improved, aggregated across all fast food companies included in the analysis.

### Thinking of your interactions with [a fast food restaurant], which of these experiences most needs to be improved?

(Select up to two options)

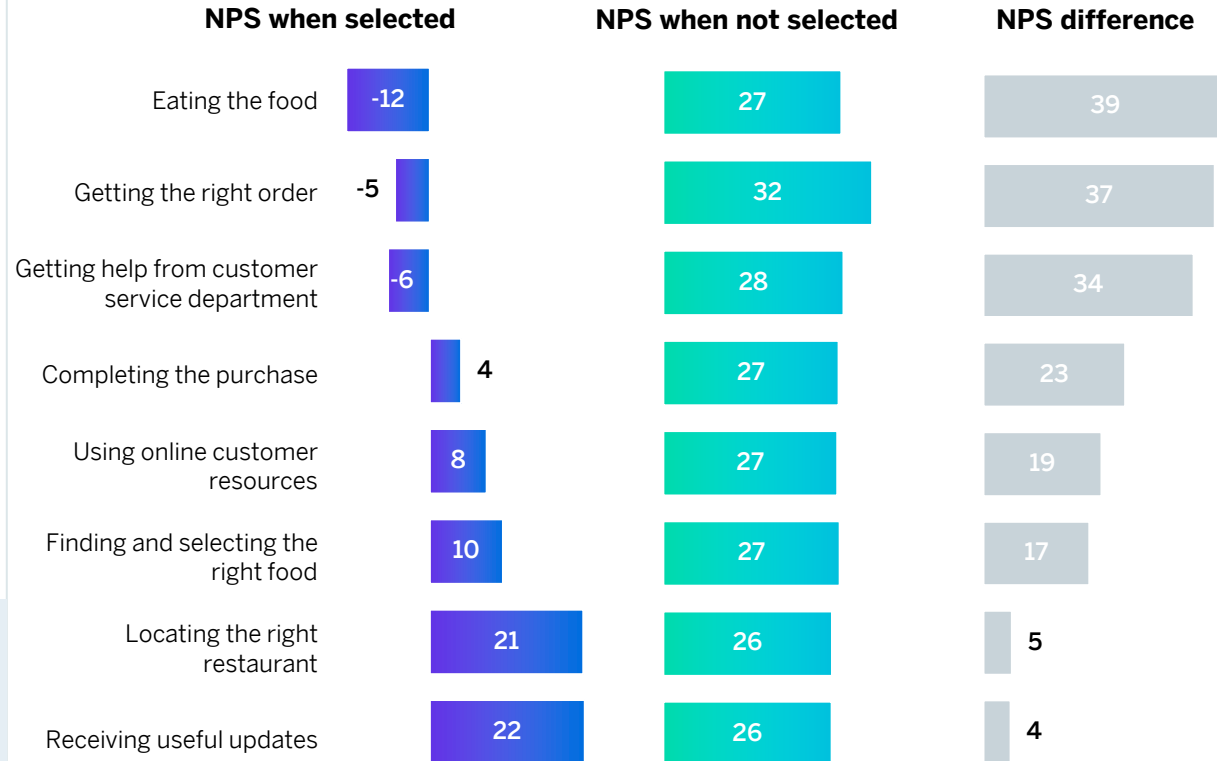


# How Journeys Impact NPS: Fast Food

## KEY TAKEAWAYS

- + When none of these journeys are identified as broken, consumers provide fast food companies with an NPS of 41. When one or more journey needs improvement, consumers give an NPS of 2.
- + Consumers that say 'eating the food' is a broken journey provide an NPS 39 points lower than those that didn't say so.
- + 'Receiving useful updates' is the journey that, when broken, has the least impact on a fast food restaurant's NPS.

## NPS difference when consumers identify a fast food journey that needs improvement



## ABOUT

These charts show the NPS that consumers give a fast food company when they say a journey needs improvement, the NPS consumers give fast food companies when a journey is not in need of improvement, and the difference between those two NPS scores.

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# Problematic Journeys: Food Takeout & Delivery

## KEY TAKEAWAYS

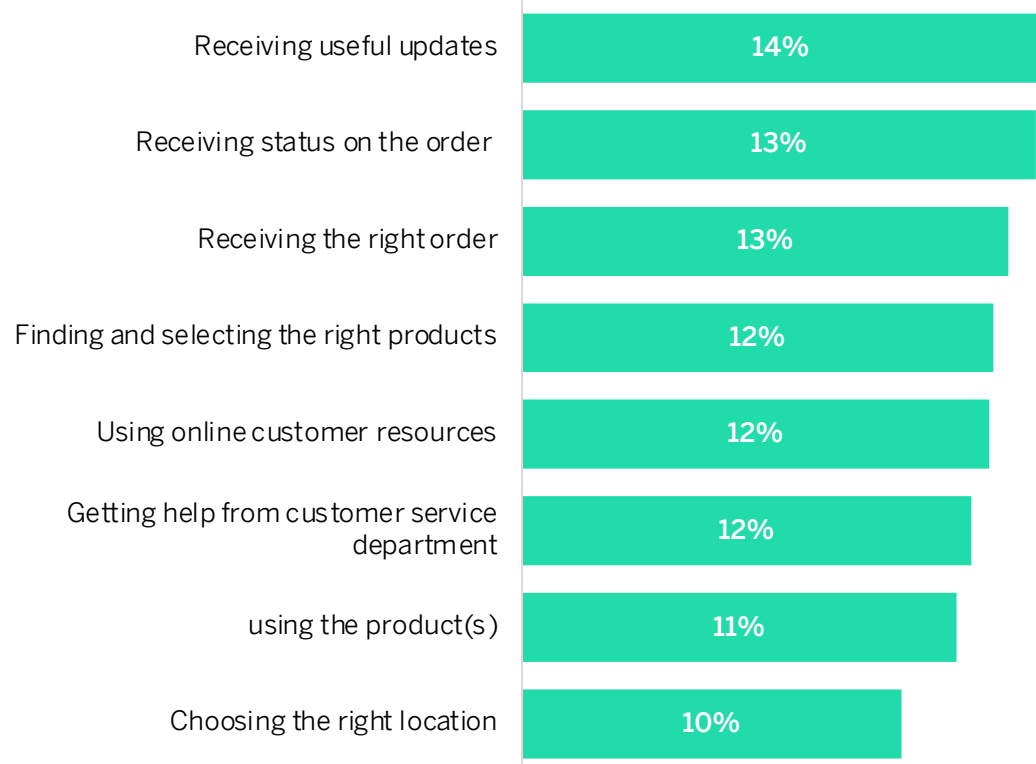
- + The journey that food takeout and delivery platform users most want to see improved is 'receiving useful updates', with 14% saying this journey is broken.
- + The journey the fewest consumers think needs improvement is 'choosing the right location'.

## ABOUT

This chart shows the percentage of consumers that think each interaction with a specific food takeout and delivery company needs to be improved, aggregated across all food takeout and delivery companies included in the analysis.

### Thinking of your interactions with [a food takeout and delivery platform], which of these experiences most needs to be improved?

(Select up to two options)



Base: 9,055 US consumers  
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# How Journeys Impact NPS: Food Takeout & Delivery

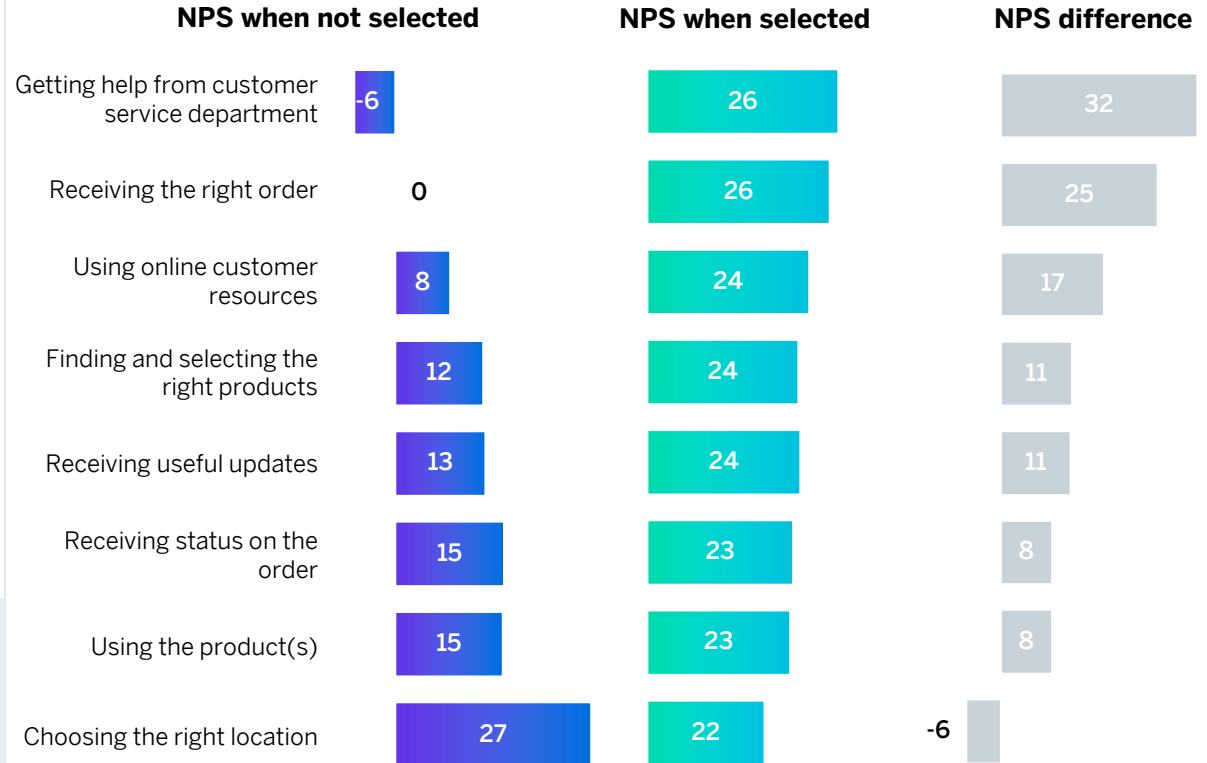
## KEY TAKEAWAYS

- + When none of these journeys are identified as broken, consumers provide food takeout and delivery companies with an NPS of 47. When one or more journey needs improvement, consumers give an NPS of 10.
- + Consumers that say 'getting help from the customer service department' is a broken journey provide an NPS 32 points lower than those that didn't say so.
- + 'Choosing the right location' is a journey that, when broken, shows the NPS given by consumers is higher than when it is not broken.

## ABOUT

These charts show the NPS that consumers give a food takeout and delivery company when they say a journey needs improvement, the NPS consumers give food takeout and delivery companies when a journey is not in need of improvement, and the difference between those two NPS scores.

### NPS difference when consumers identify a takeout/delivery journey that needs improvement



Base: 9,055 US consumers  
Source: Qualtrics XM Institute Q3 US Benchmark Study

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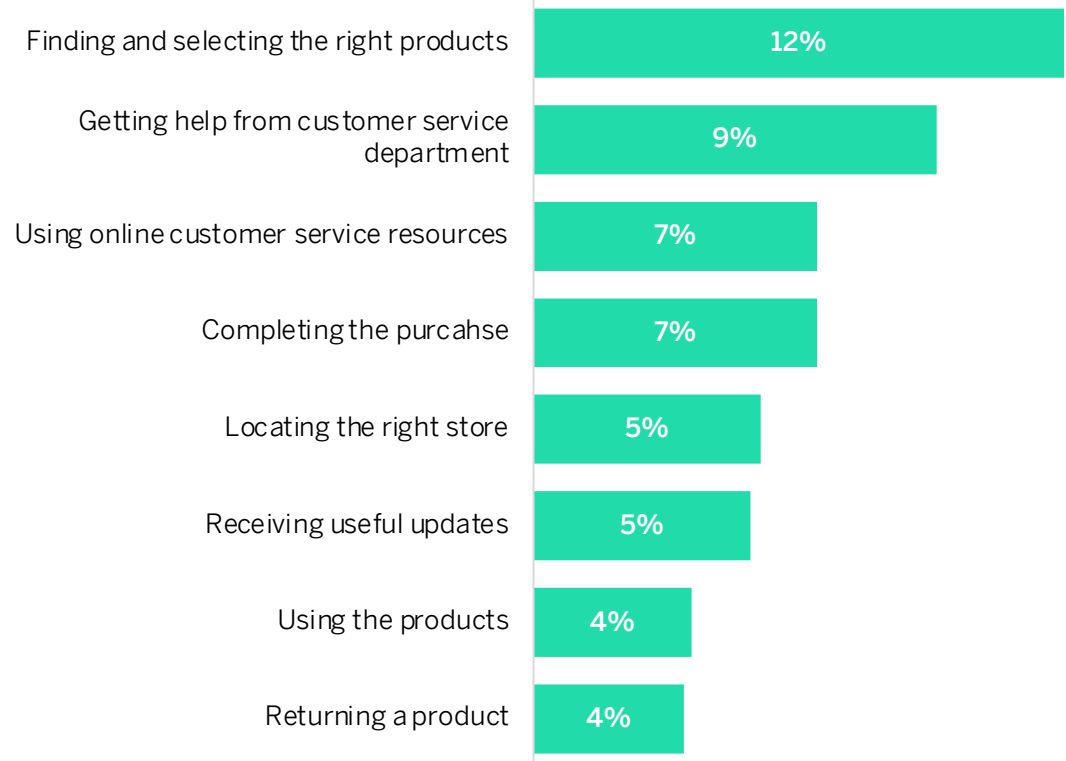
# Problematic Journeys: Grocery

## KEY TAKEAWAYS

- + The journey grocery users most want to see improved is 'finding and selecting the right products', with 12% saying this journey is broken.
- + The journey the fewest consumers think needs improvement is 'returning a product'.

### Thinking of your interactions with [a grocery store], which of these experiences most needs to be improved?

(Select up to two options)



## ABOUT

This chart shows the percentage of consumers that think each interaction with a specific grocery company needs to be improved, aggregated across all grocery companies included in the analysis.

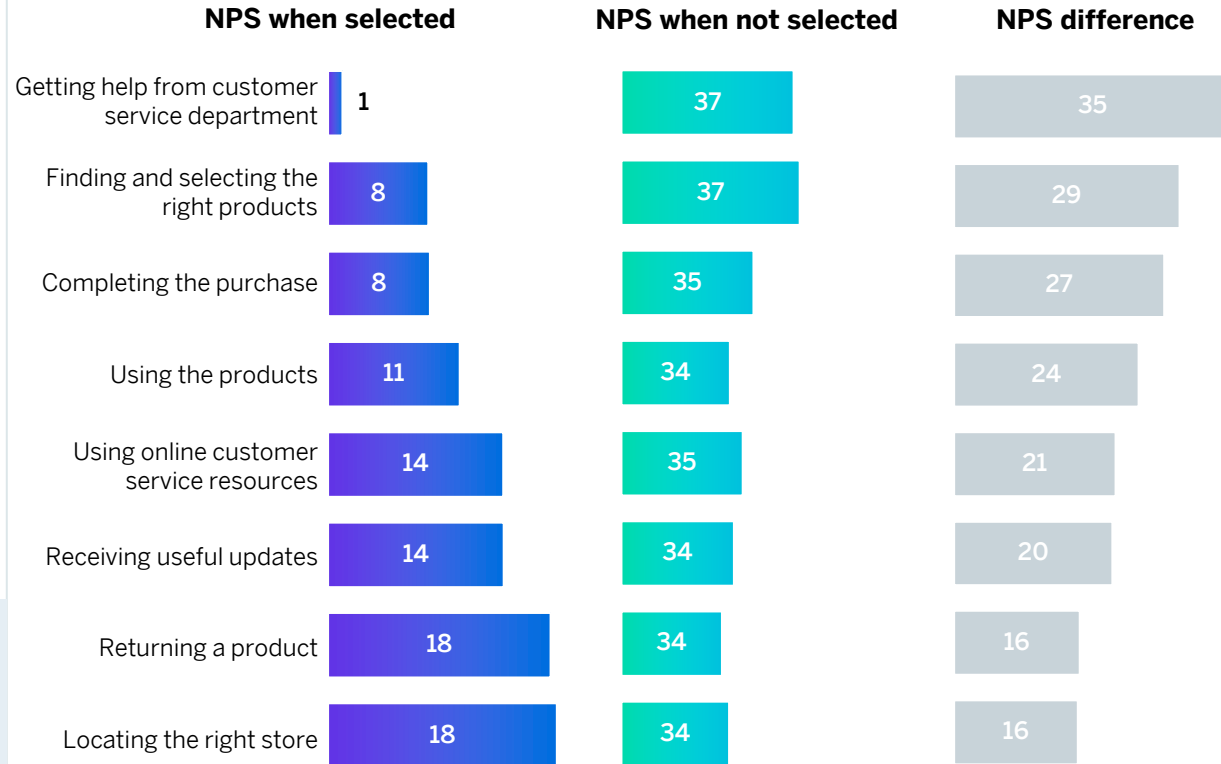


# How Journeys Impact NPS: Grocery

## KEY TAKEAWAYS

- + When none of these journeys are identified as broken, consumers provide grocery companies with an NPS of 47. When one or more journey needs improvement, consumers give an NPS of 9.
- + Consumers that say 'getting help from the customer service department' is a broken journey provide an NPS 35 points lower than those that didn't say so.
- + 'Locating the right store' is the journey that, when broken, has the least impact on a grocery store's NPS.

## NPS difference when consumers identify a grocery journey that needs improvement



## ABOUT

These charts show the NPS that consumers give a grocery company when they say a journey needs improvement, the NPS consumers give grocery companies when a journey is not in need of improvement, and the difference between those two NPS scores.

Base: 9,055 US consumers  
Source: Qualtrics XM Institute Q3 US Benchmark Study

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# Problematic Journeys: Health Insurance

## KEY TAKEAWAYS

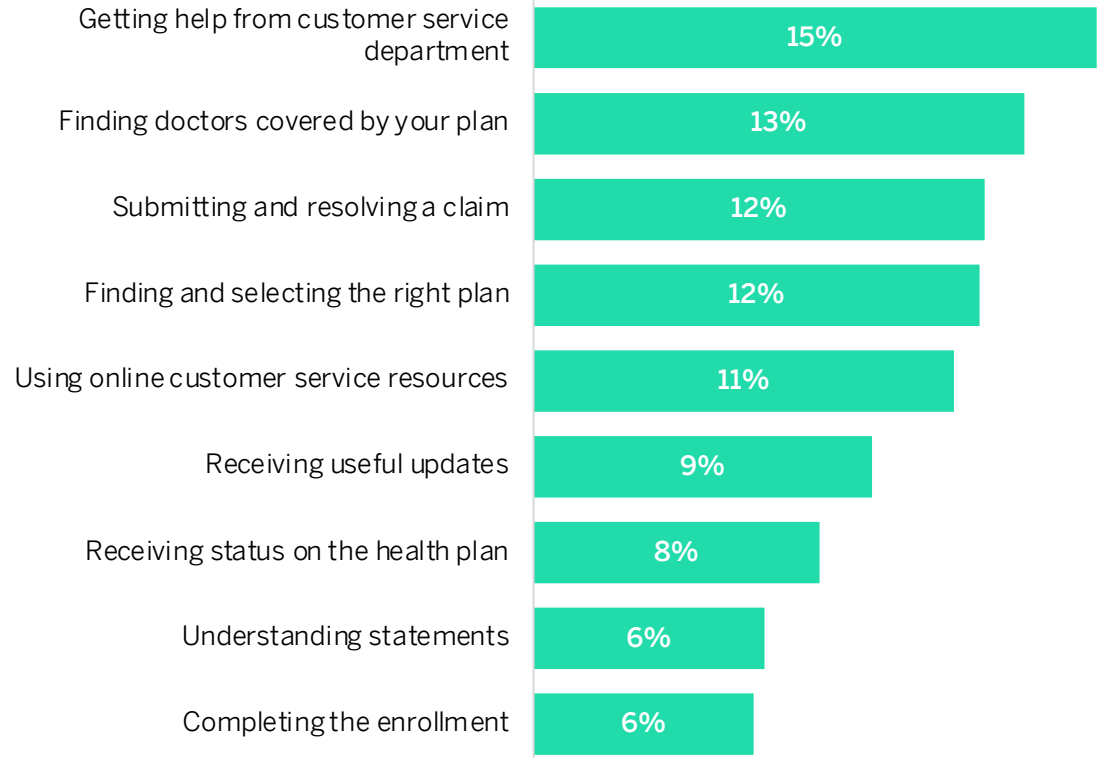
- + The journey health insurance consumers most want to see improved is 'getting help from the customer service department', with 15% saying this journey is broken.
- + The journey the fewest consumers think needs improvement is 'completing the enrollment'.

## ABOUT

This chart shows the percentage of consumers that think each interaction with a specific health insurer needs to be improved, aggregated across all health insurance companies included in the analysis.

### Thinking of your interactions with [a health insurer], which of these experiences most needs to be improved?

(Select up to two options)

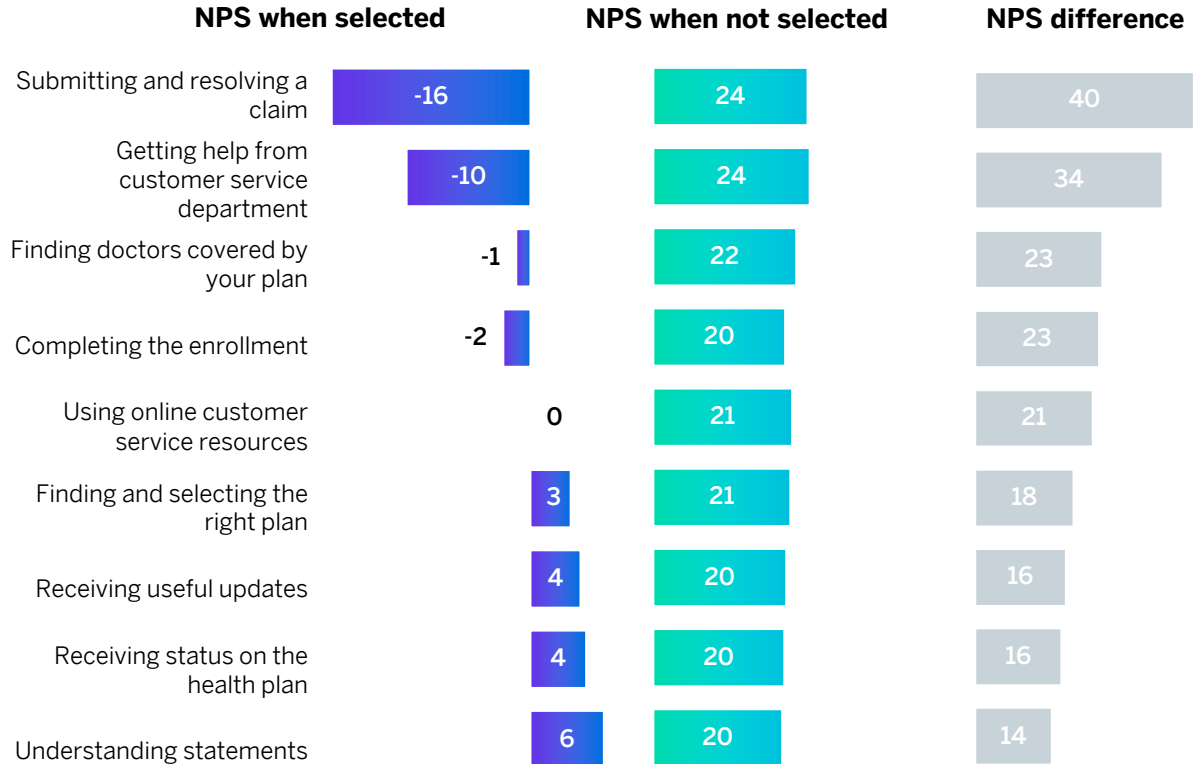


# How Journeys Impact NPS: Health Insurance

## KEY TAKEAWAYS

- + When none of these journeys are identified as broken, consumers provide grocery companies with an NPS of 45. When one or more journey needs improvement, consumers give an NPS of 0.
- + Consumers who say 'submitting and resolving a claim' is a broken journey provide an NPS 40 points lower than those that didn't say so.
- + 'Understanding statements' is the journey that, when broken, has the least impact on a health insurer's NPS.

## NPS difference when consumers identify a health insurance journey that needs improvement



## ABOUT

These charts show the NPS that consumers give a health insurer when they say a journey needs improvement, the NPS consumers give health insurers when a journey is not in need of improvement, and the difference between those two NPS scores.

Base: 9,055 US consumers  
Source: Qualtrics XM Institute Q3 US Benchmark Study

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# Problematic Journeys: Hotels

## KEY TAKEAWAYS

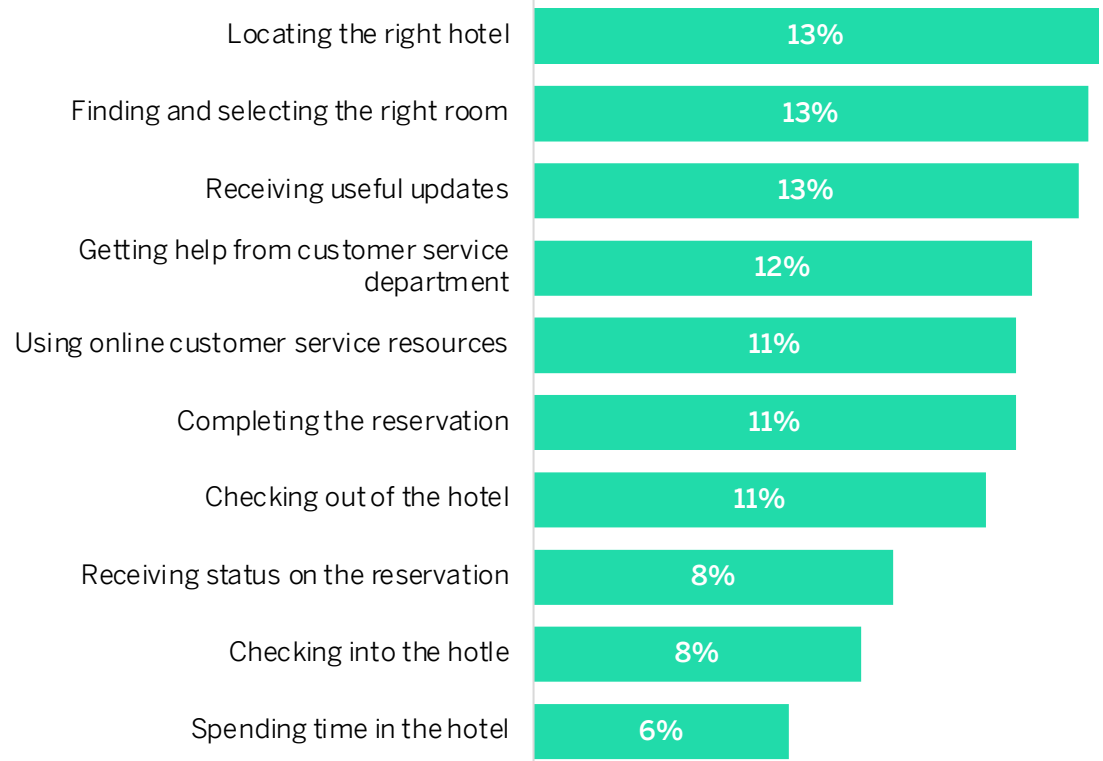
- + The journey hotel guests most want to see improved is 'locating the right hotel', with 13% saying this journey is broken.
- + The journey the fewest consumers think needs improvement is 'spending time in the hotel'.

## ABOUT

This chart shows the percentage of consumers that think each interaction with a specific hotel company needs to be improved, aggregated across all hotel companies included in the analysis.

## Thinking of your interactions with [a hotel], which of these experiences most needs to be improved?

(Select up to two options)



# How Journeys Impact NPS: Hotels

## KEY TAKEAWAYS

- + When none of these journeys are identified as broken, consumers provide hotels with an NPS of 45. When one or more journey needs improvement, consumers give an NPS of 2.
- + Consumers that say 'getting help from the customer service department' is a broken journey provide an NPS 32 points lower than those that didn't say so.
- + 'Checking out of the hotel' is the journey that, when broken, has the least impact on a hotel's NPS.

## ABOUT

These charts show the NPS that consumers give a hotel when they say a journey needs improvement, the NPS consumers give hotels when a journey is not in need of improvement, and the difference between those two NPS scores.

### NPS difference when consumers identify a hotel journey that needs improvement

	NPS when selected	NPS when not selected	NPS difference
Getting help from customer service department	-11	21	32
Spending time in the hotel	-11	19	30
Receiving useful updates	0	20	20
Using online customer service resources	0	19	20
Checking into the hotel	3	18	16
Finding and selecting the right room	4	19	15
Completing the reservation	4	19	14
Receiving status on the reservation	4	18	14
Locating the right hotel	12	18	6
Checking out of the hotel	17	17	0

Base: 9,055 US consumers  
Source: Qualtrics XM Institute Q3 US Benchmark Study

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# Problematic Journeys: Insurance

## KEY TAKEAWAYS

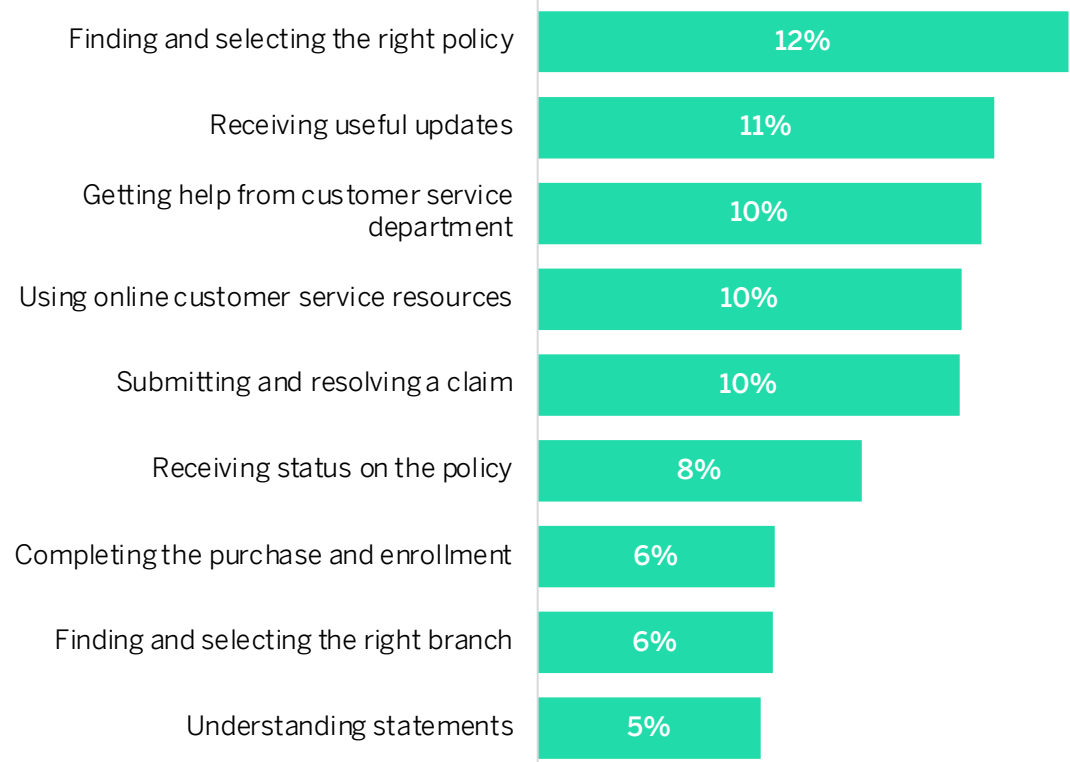
- + The journey that insurance consumers most want to see improved is 'finding and selecting the right policy', with 12% saying this journey is broken.
- + The journey the fewest consumers think needs improvement is 'understanding statements'.

## ABOUT

This chart shows the percentage of consumers that think each interaction with a specific insurer needs to be improved, aggregated across all insurance companies included in the analysis.

## Thinking of your interactions with [an insurer], which of these experiences most needs to be improved?

(Select up to two options)



# How Journeys Impact NPS: Insurance

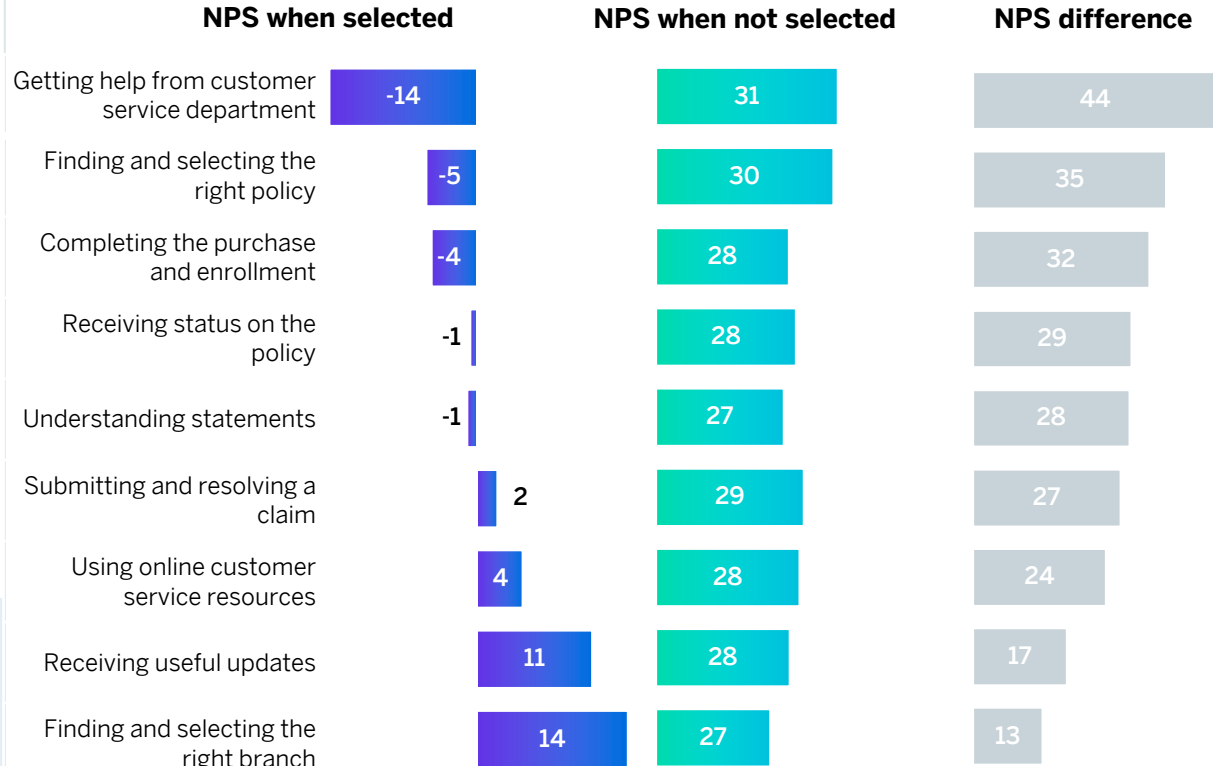
## KEY TAKEAWAYS

- + When none of these journeys are identified as broken, consumers provide insurance companies with an NPS of 50. When one or more journey needs improvement, consumers give an NPS of 1.
- + Consumers that say 'getting help from the customer service department' is a broken journey provide an NPS 44 points lower than those that didn't say so.
- + 'Finding and selecting the right branch' is the journey that, when broken, has the least impact on an insurance company's NPS.

## ABOUT

These charts show the NPS that consumers give an insurer when they say a journey needs improvement, the NPS consumers give insurers when a journey is not in need of improvement, and the difference between those two NPS scores.

### NPS difference when consumers identify a journey that needs improvement



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# Problematic Journeys: Investment Firms

## KEY TAKEAWAYS

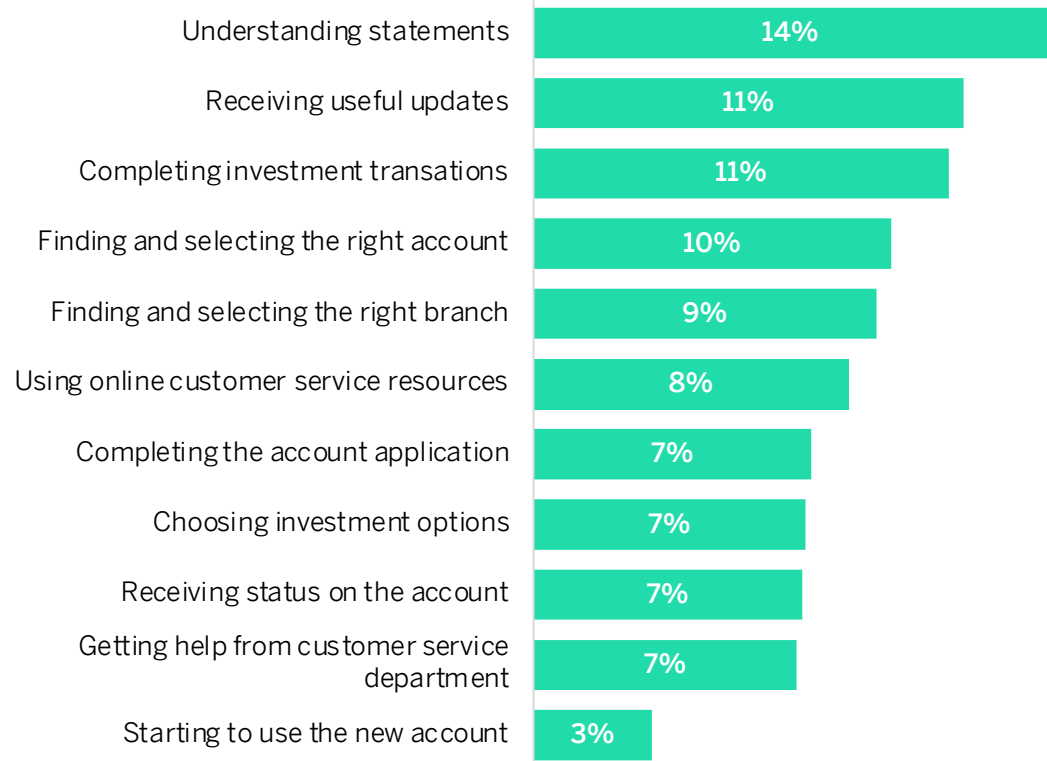
- + The journey that investment firm clients most want to see improved is 'understanding statements', with 14% saying this journey is broken.
- + The journey the fewest consumers think needs improvement is 'starting to use the new account'.

## ABOUT

This chart shows the percentage of consumers that think each interaction with a specific investment firm needs to be improved, aggregated across all investment companies included in the analysis.

### Thinking of your interactions with [an investment firm], which of these experiences most needs to be improved?

(Select up to two options)





# How Journeys Impact NPS: Investment Firms

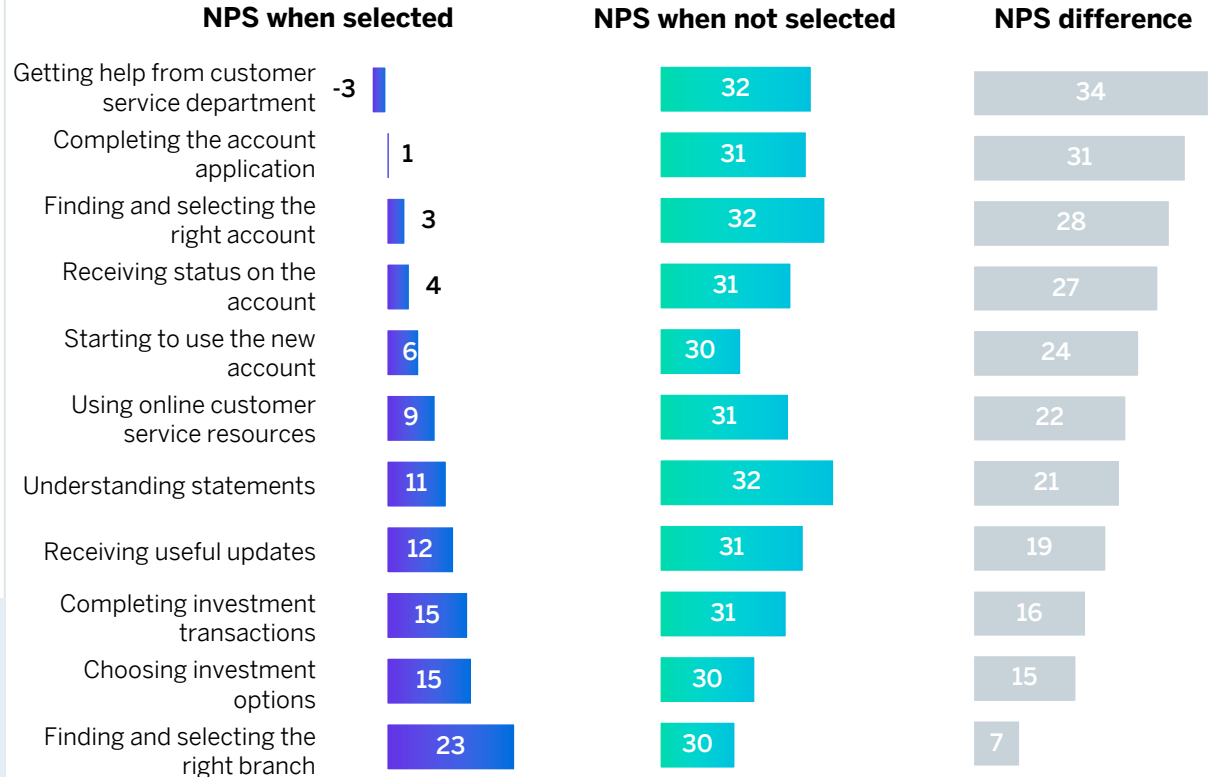
## KEY TAKEAWAYS

- + When none of these journeys are identified as broken, consumers provide investment firms with an NPS of 50. When one or more journey can use improvement, consumers give an NPS of 9.
- + Consumers that say 'getting help from the customer service department' is a broken journey provide an NPS 34 points lower than those that didn't say so.
- + 'Finding and selecting the right branch' is the journey that, when broken, has the least impact on an investment firm's NPS.

## ABOUT

These charts show the NPS that consumers give an investment firm when they say a journey needs improvement, the NPS consumers give investment firms when a journey is not in need of improvement, and the difference between those two NPS scores.

### NPS difference when consumers identify an investment journey that needs improvement



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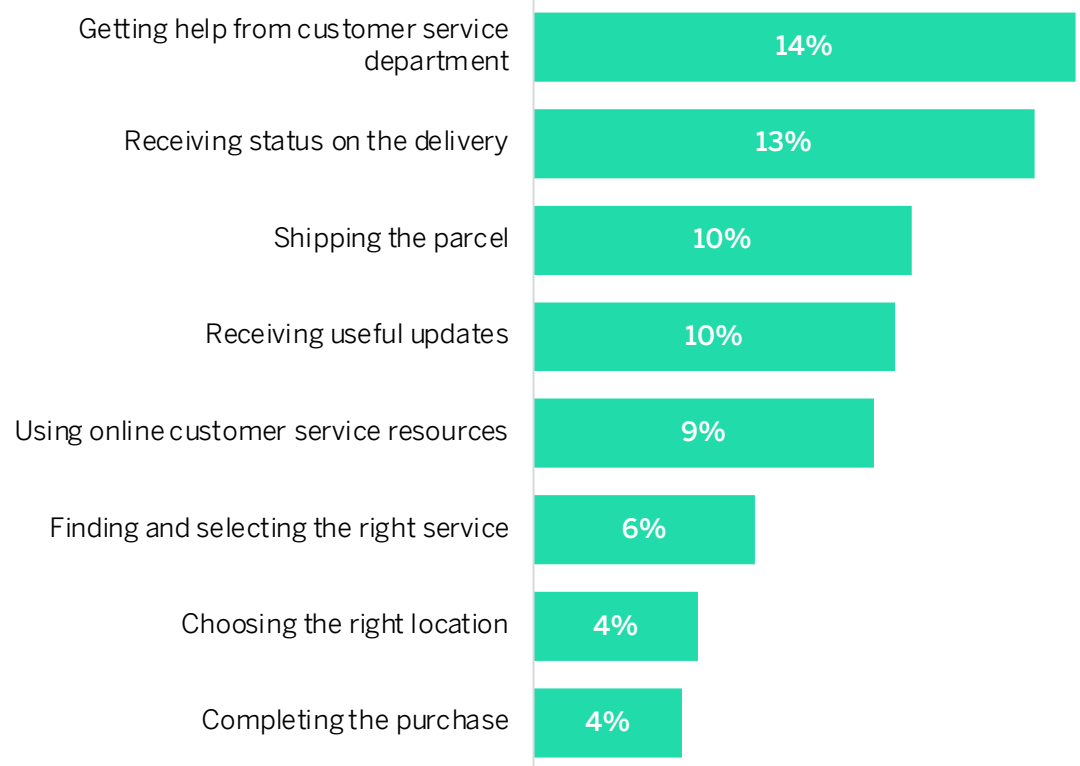
# Problematic Journeys: Parcel Delivery Services

## KEY TAKEAWAYS

- + The journey that parcel delivery service consumers most want to see improved is 'getting help from the customer service department', with 14% saying this journey is broken.
- + The journey the fewest consumers think needs improvement is 'completing the purchase'.

### Thinking of your interactions with [a parcel delivery service], which of these experiences most needs to be improved?

(Select up to two options)



## ABOUT

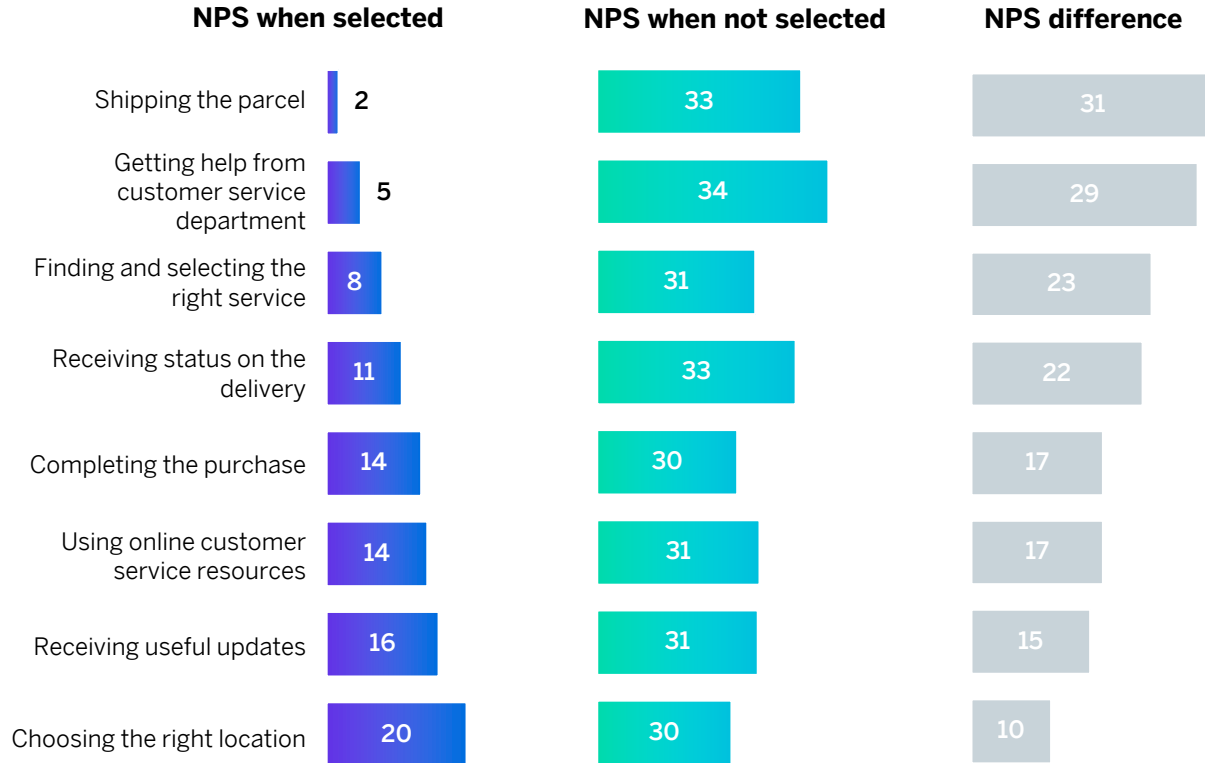
This chart shows the percentage of consumers that think each interaction with a specific parcel delivery company needs to be improved, aggregated across all parcel delivery companies included in the analysis.

# How Journeys Impact NPS: Parcel Delivery Services

## KEY TAKEAWAYS

- + When none of these journeys are identified as broken, consumers provide parcel delivery services with an NPS of 46. When one or more journey needs improvement, consumers give an NPS of 12.
- + Consumers who say 'shipping the parcel' is a broken journey provide an NPS 31 points lower than those that didn't say so.
- + 'Choosing the right location' is the journey that, when broken, has the least impact on a parcel delivery service's NPS.

## NPS difference when consumers identify a parcel delivery journey that needs improvement



## ABOUT

These charts show the NPS that consumers give a parcel delivery company when they say a journey needs improvement, the NPS consumers give parcel delivery companies when a journey is not in need of improvement, and the difference between those two NPS scores.

# Problematic Journeys: Retail

## KEY TAKEAWAYS

- + The journey that retail consumers most want to see improved is 'finding and selecting the right product', with 12% saying this journey is broken.
- + The journey the fewest consumers think needs improvement is 'understanding purchase receipts'.

## ABOUT

This chart shows the percentage of consumers that think each interaction with a specific retailer needs to be improved, aggregated across all retail companies included in the analysis.

### Thinking of your interactions with [a retailer], which of these experiences most needs to be improved?

(Select up to two options)



# How Journeys Impact NPS: Retail

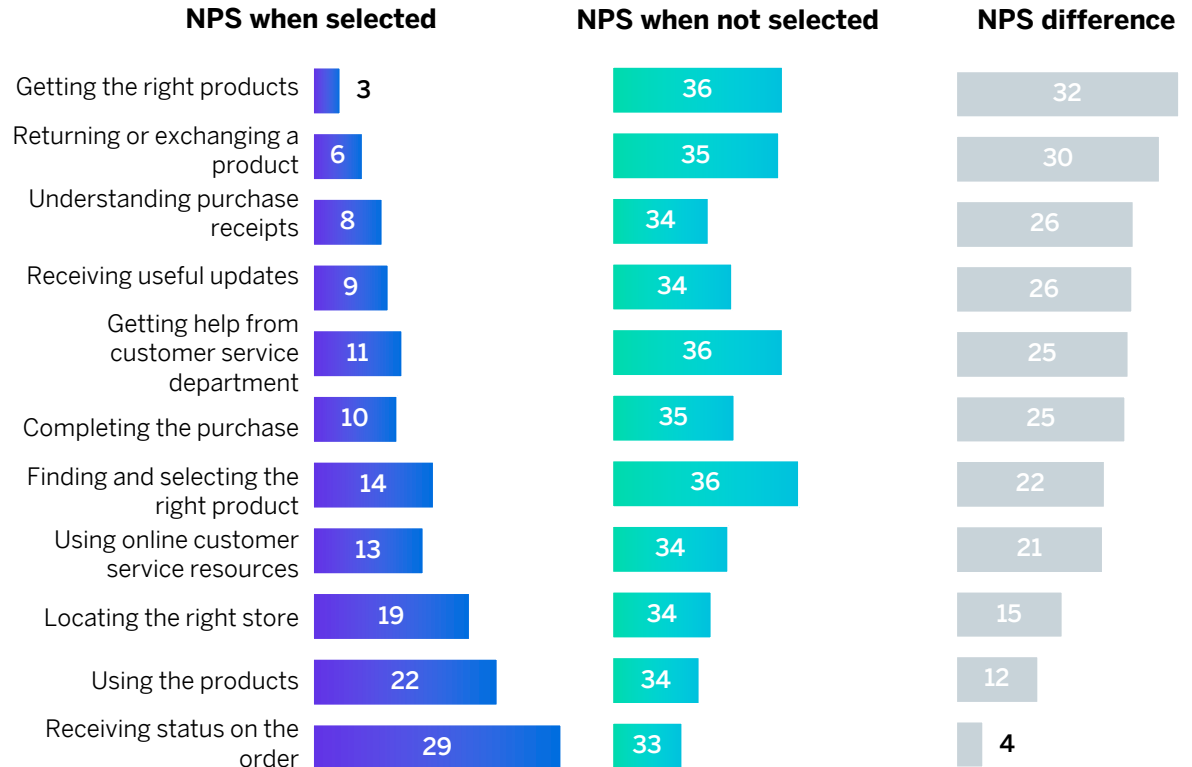
## KEY TAKEAWAYS

- + When none of these journeys are identified as broken, consumers provide retailers with an NPS of 48. When one or more journey needs improvement, consumers give an NPS of 13.
- + Consumers that say 'getting the right products' is a broken journey provide an NPS 32 points lower than those that didn't say so.
- + 'Receiving status on the order' is the journey that, when broken, has the least impact on a retailer's NPS.

## ABOUT

These charts show the NPS that consumers give a retailer when they say a journey needs improvement, the NPS consumers give retailers when a journey is not in need of improvement, and the difference between those two NPS scores.

### NPS difference when consumers identify a retail journey that needs improvement



# Problematic Journeys: Software

## KEY TAKEAWAYS

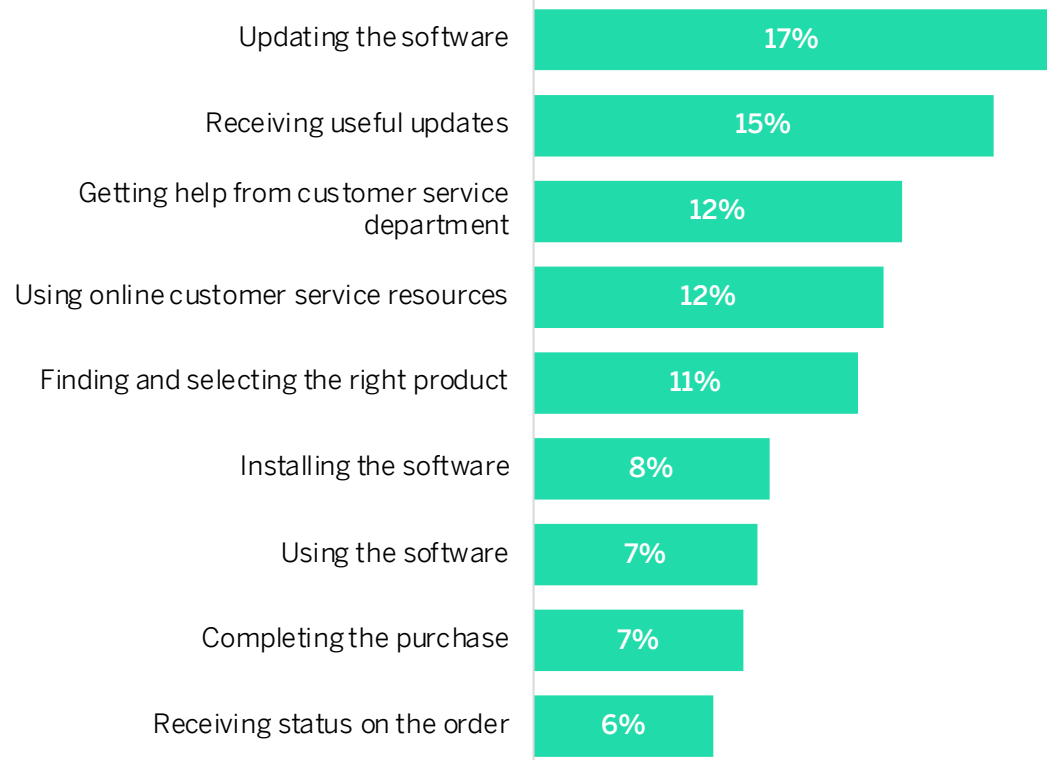
- + The journey software users most want to see improved is 'updating the software', with 17% saying this journey is broken.
- + The journey the fewest consumers think needs improvement is 'receiving status on the order'.

## ABOUT

This chart shows the percentage of consumers that think each interaction with a specific software company needs to be improved, aggregated across all software companies included in the analysis.

### Thinking of your interactions with a software company, which of these experiences most needs to be improved?

(Select up to two options)



# How Journeys Impact NPS: Software

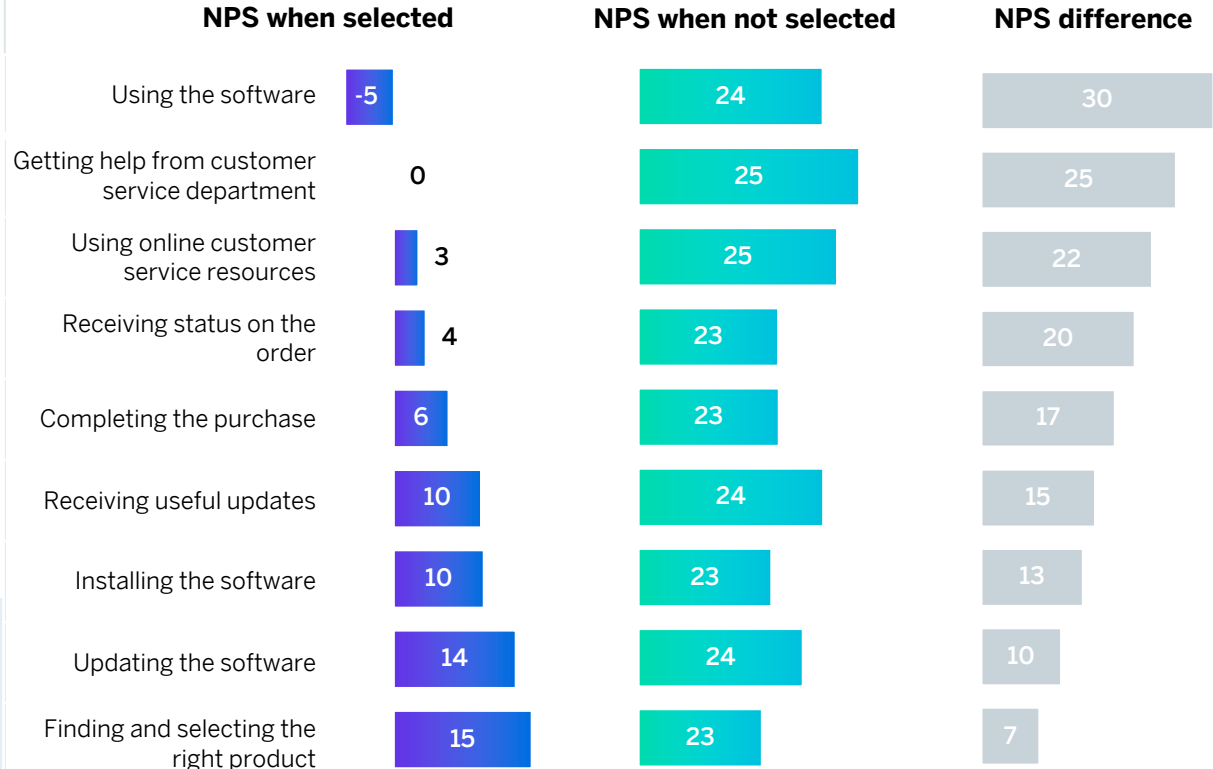
## KEY TAKEAWAYS

- + When none of these journeys are identified as broken, consumers provide software companies with an NPS of 44. When one or more journey needs improvement, consumers give an NPS of 8.
- + Consumers that say 'using the software' is a broken journey provide an NPS 30 points lower than those that didn't say so.
- + 'Finding and selecting the right product' is the journey that, when broken, has the least impact on a software company's NPS.

## ABOUT

These charts show the NPS that consumers give a software company when they say a journey needs improvement, the NPS consumers give software companies when a journey is not in need of improvement, and the difference between those two NPS scores.

## NPS difference when consumers identify a software journey that needs improvement



Base: 9,055 US consumers  
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# Problematic Journeys: Social Media

## KEY TAKEAWAYS

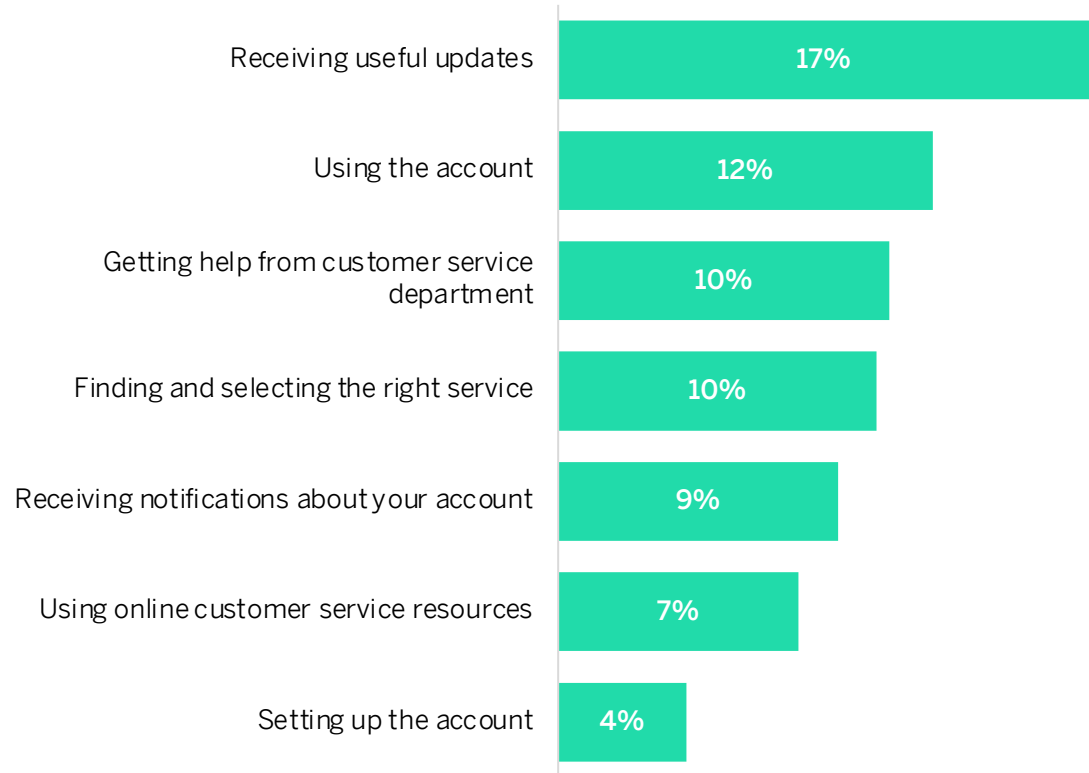
- + The journey that social media platform users most want to see improved is 'receiving useful updates', with 17% saying this journey is broken.
- + The journey the fewest consumers think needs improvement is 'setting up the account'.

## ABOUT

This chart shows the percentage of consumers that think each interaction with a specific social media company needs to be improved, aggregated across all social media companies included in the analysis.

### Thinking of your interactions with [a social media platform], which of these experiences most needs to be improved?

(Select up to two options)



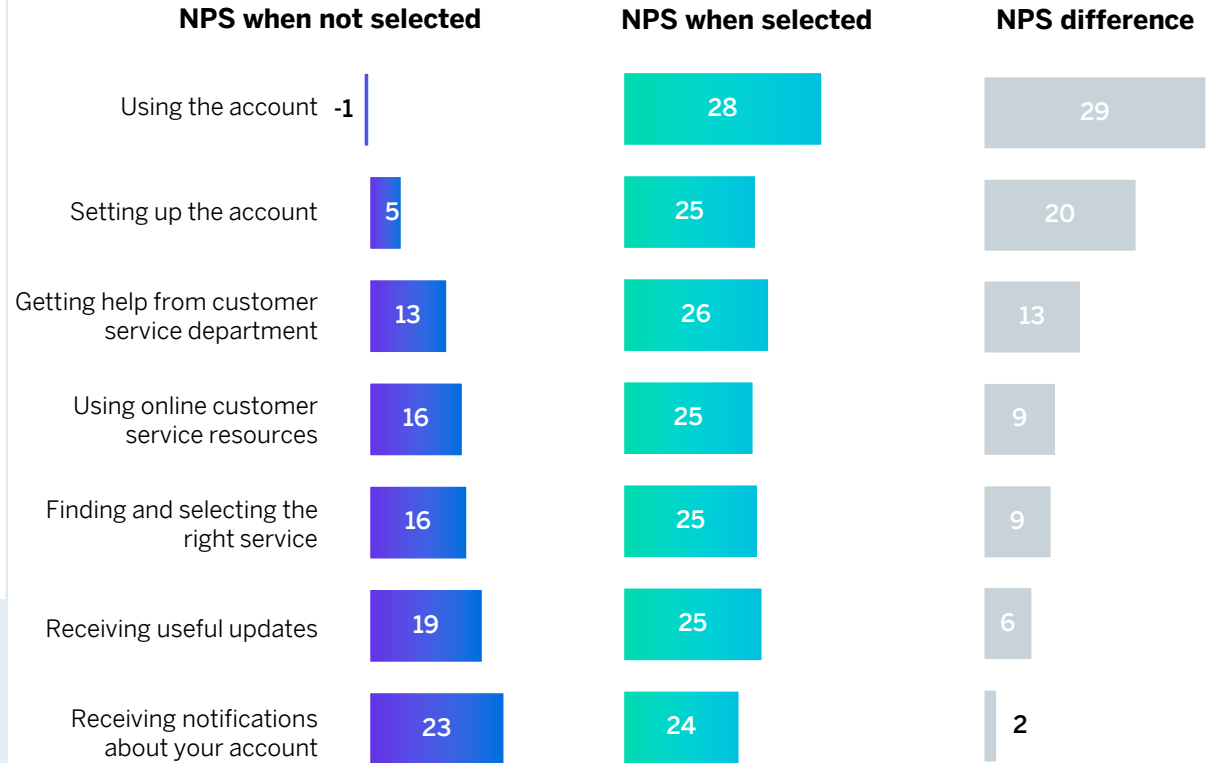


# How Journeys Impact NPS: Social Media

## KEY TAKEAWAYS

- + When none of these journeys are identified as broken, consumers provide social media companies with an NPS of 34. When one or more journey needs improvement, consumers give an NPS of 13.
- + Consumers that say 'using the account' is a broken journey provide an NPS 29 points lower than those that didn't say so.
- + 'Receiving notifications about your account' is the journey that, when broken, has the least impact on a social media company's NPS.

## NPS difference when consumers identify a journey that needs improvement



## ABOUT

These charts show the NPS that consumers give a social media company when they say a journey needs improvement, the NPS consumers give social media companies when a journey is not in need of improvement, and the difference between those two NPS scores.

Base: 9,055 US consumers  
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# Problematic Journeys: Streaming Media

## KEY TAKEAWAYS

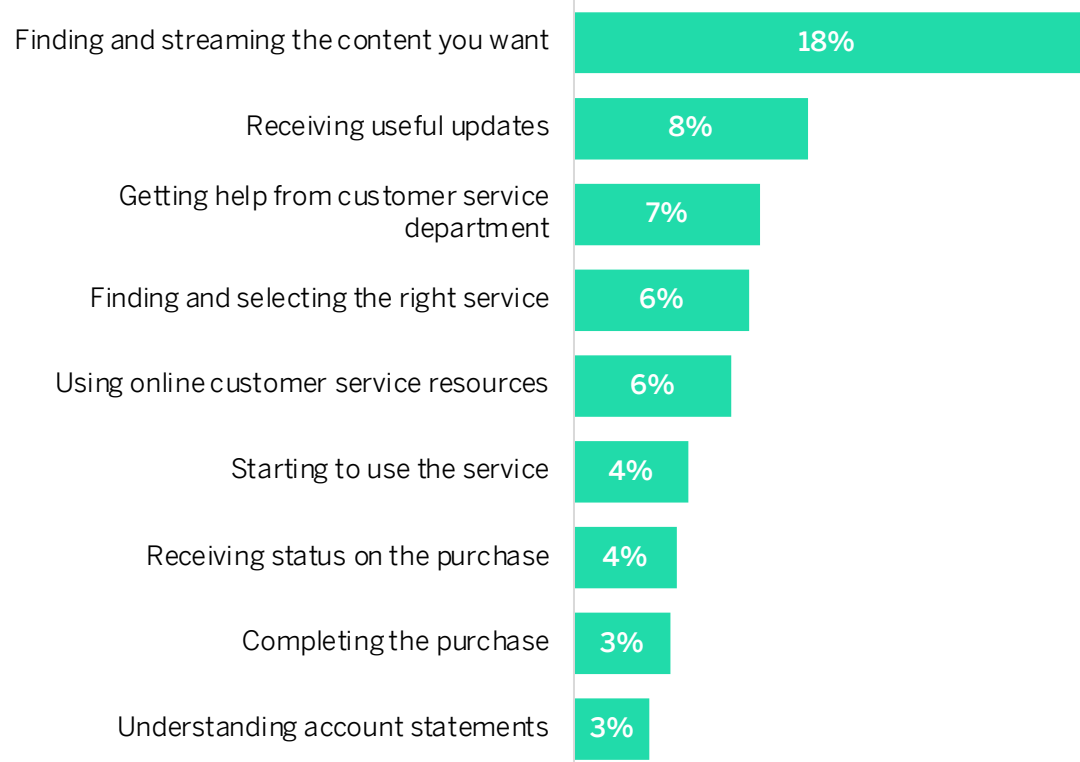
- + The journey that streaming media platform users most want to see improved is 'finding and streaming the content you want', with 18% saying this journey is broken.
- + The journey the fewest consumers think needs improvement is 'understanding account statements'.

## ABOUT

This chart shows the percentage of consumers that think each interaction with a specific streaming media company needs to be improved, aggregated across all streaming media companies included in the analysis.

### Thinking of your interactions with [a streaming media platform], which of these experiences most needs to be improved?

(Select up to two options)



# How Journeys Impact NPS: Streaming Media

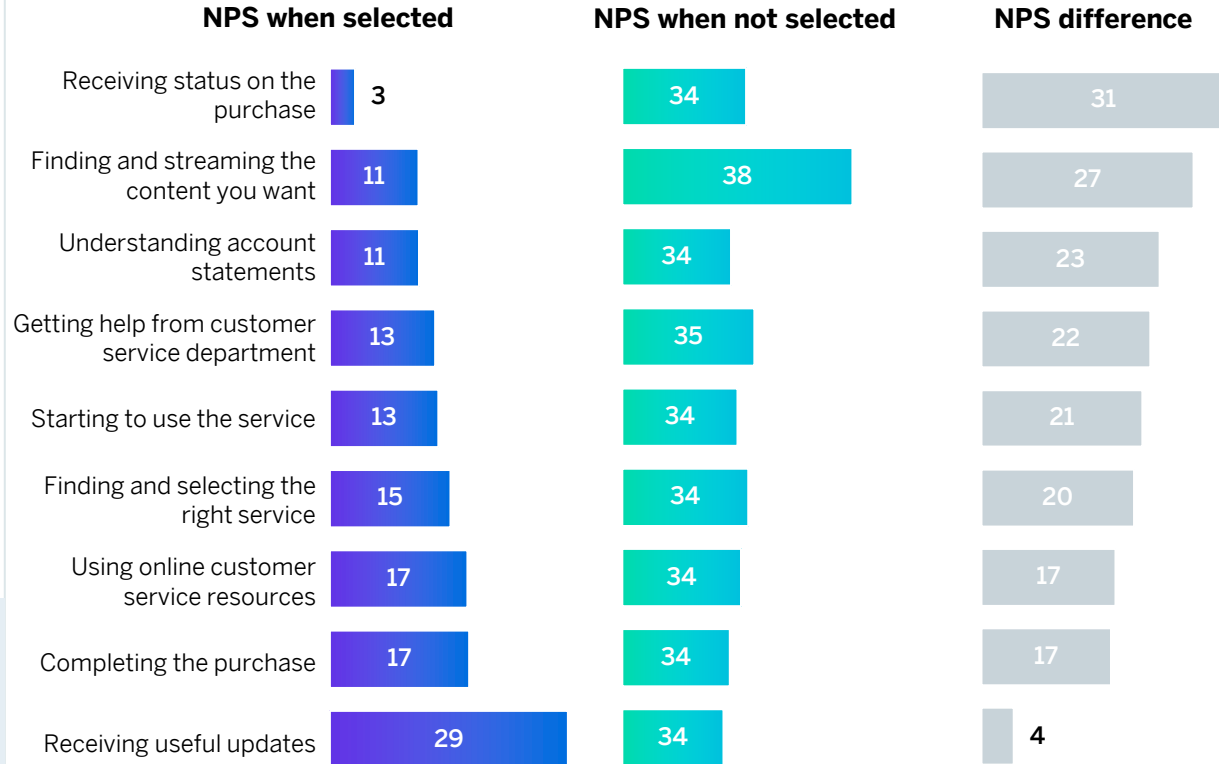
## KEY TAKEAWAYS

- + When none of these journeys are identified as broken, consumers provide streaming media companies with an NPS of 46. When one or more journey needs improvement, consumers give an NPS of 16.
- + Consumers that say 'receiving status on the purchase' is a broken journey provide an NPS 31 points lower than those that didn't say so.
- + 'Receiving useful updates' is the journey that, when broken, has the least impact on a streaming media company's NPS.

## ABOUT

These charts show the NPS that consumers give a streaming media company when they say a journey needs improvement, the NPS consumers give streaming media companies when a journey is not in need of improvement, and the difference between those two NPS scores.

### NPS difference when consumers identify a social media journey that needs improvement



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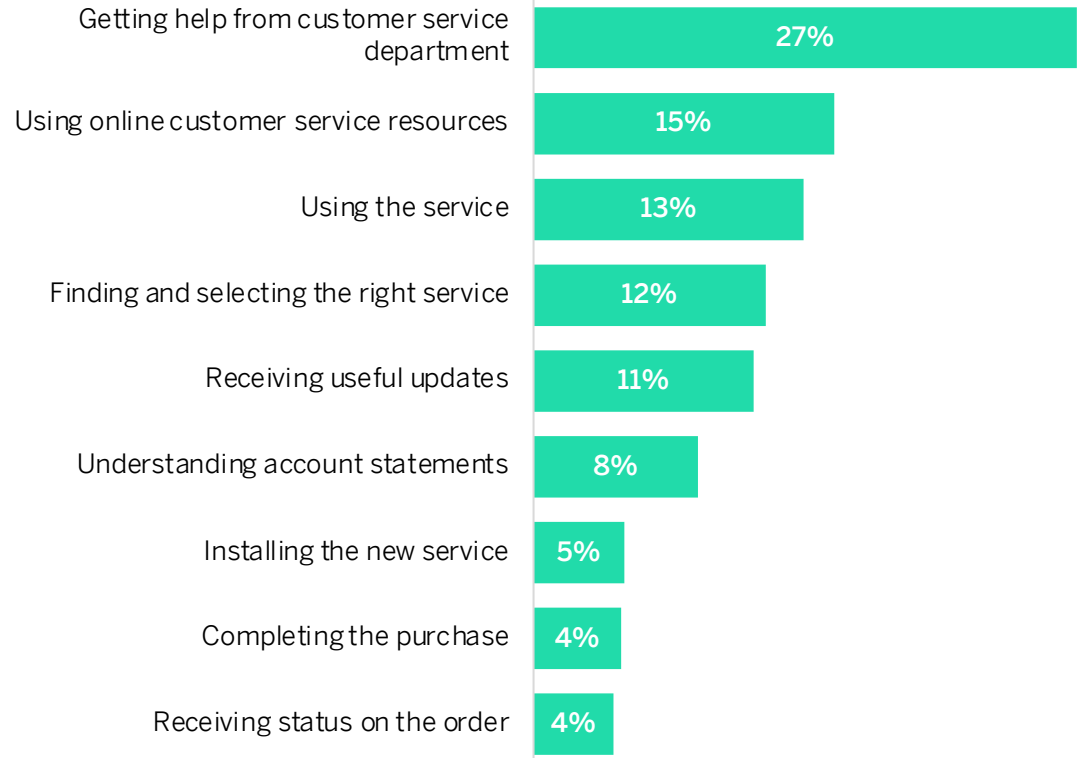
# Problematic Journeys: TV/Internet Service Provider

## KEY TAKEAWAYS

- + The journey that TV/Internet Service Provider consumers most want to see improved is 'getting help from the customer service department', with 27% saying this journey is broken.
- + The journey the fewest consumers think needs improvement is 'receiving status on the order'.

### Thinking of your interactions with an [TV/internet service provider], which of these experiences most needs to be improved?

(Select up to two options)



## ABOUT

This chart shows the percentage of consumers that think each interaction with a specific TV/internet service provider needs to be improved, aggregated across all TV/internet service companies included in the analysis.

# How Journeys Impact NPS: TV/Internet Service Provider

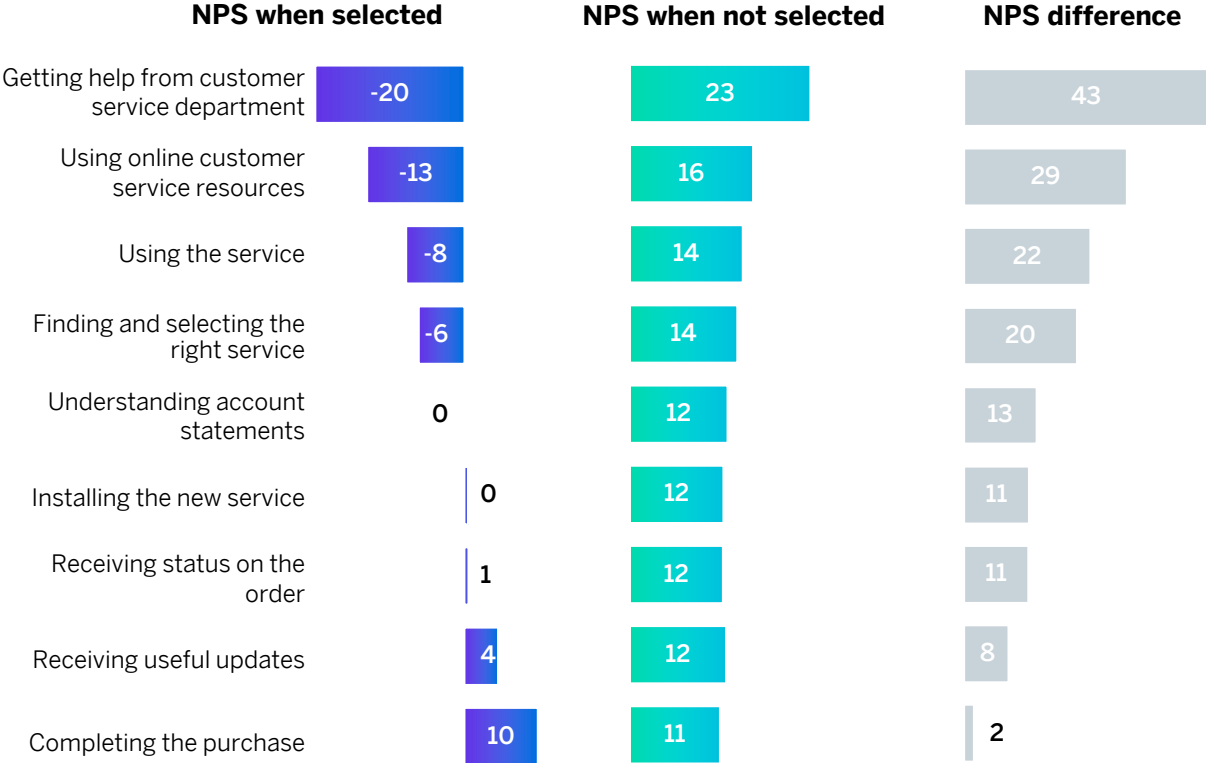
## KEY TAKEAWAYS

- + When none of these journeys are identified as broken, consumers provide TV/internet service providers with an NPS of 40. When one or more journey needs improvement, consumers give an NPS of -5.
- + Consumers that say 'getting help from the customer service department' is a broken journey provide an NPS 43 points lower than those that didn't say so.
- + 'Completing the purchase' is the journey that, when broken, has the least impact on a TV/internet service provider's NPS.

### ABOUT

These charts show the NPS that consumers give a TV/internet service provider when they say a journey needs improvement, the NPS consumers give TV/internet service providers when a journey is not in need of improvement, and the difference between those two NPS scores.

**NPS difference when consumers identify a TV/ISP journey that needs improvement**



Base: 9,055 US consumers  
Source: Qualtrics XM Institute Q3 US Benchmark Study

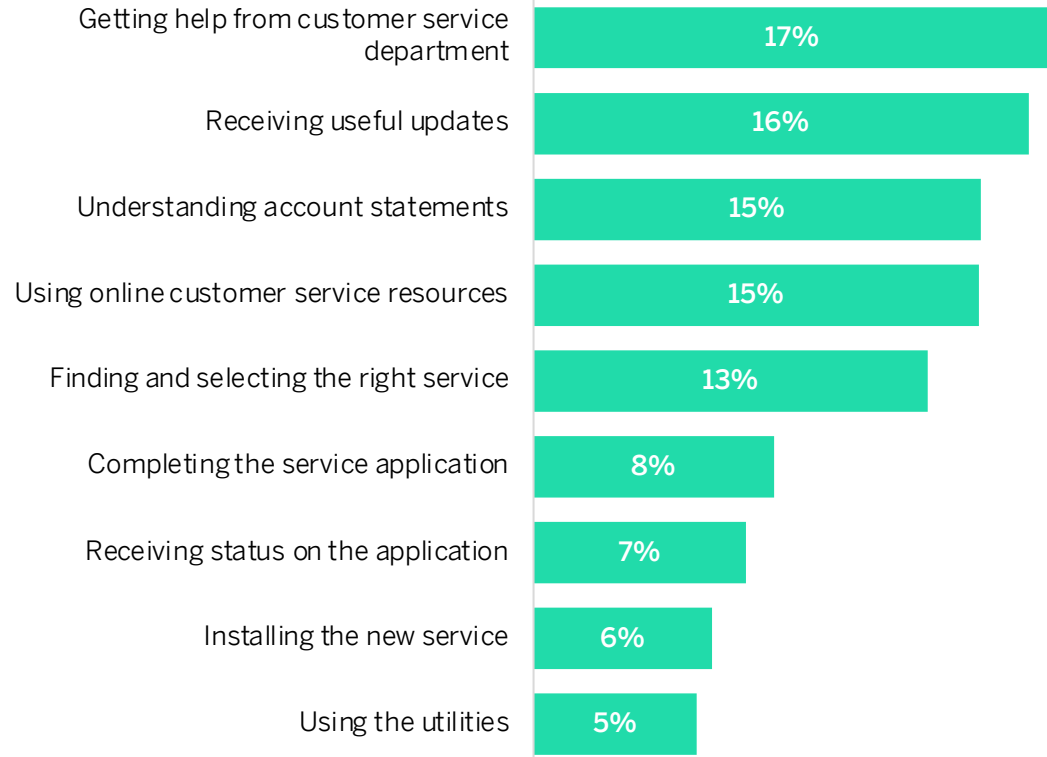
# Problematic Journeys: Utilities

## KEY TAKEAWAYS

- + The journey utilities users most want to see improved is 'getting help from the customer service department', with 17% saying this journey is broken.
- + The journey the fewest consumers think needs improvement is 'using the utilities'.

### Thinking of your interactions with [a utilities company], which of these experiences most needs to be improved?

(Select up to two options)



## ABOUT

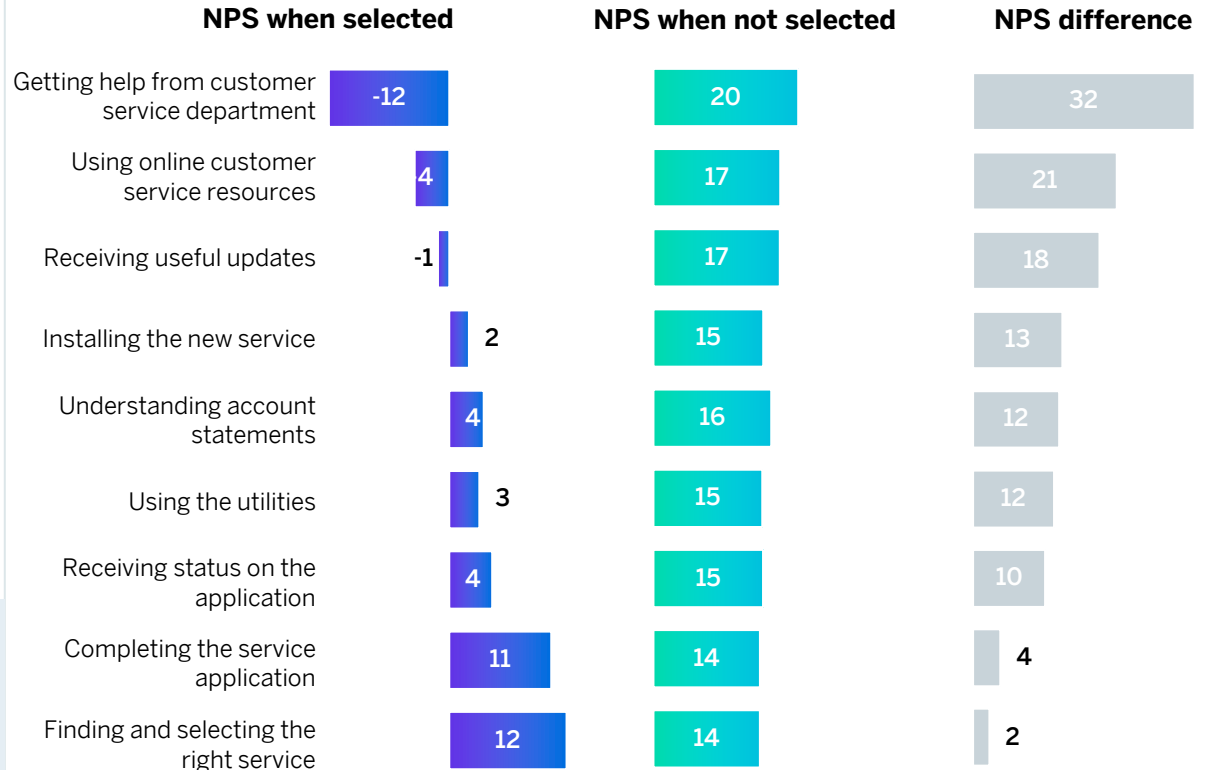
This chart shows the percentage of consumers that think each interaction with a specific utilities company needs to be improved, aggregated across all utilities companies included in the analysis.

# How Journeys Impact NPS: Utilities

## KEY TAKEAWAYS

- + When none of these journeys are identified as broken, consumers provide utilities companies with an NPS of 39. When one or more journey needs improvement, consumers give an NPS of 0.
- + Consumers who say 'getting help from customer service department' is a broken journey provide an NPS 32 points lower than those that didn't say so.
- + 'Finding and selecting the right service' is the journey that, when broken, has the least impact on a utilities company's NPS.

## NPS difference when consumers identify a utilities journey that needs improvement



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## ABOUT

These charts show the NPS that consumers give a utilities company when they say a journey is in need of improvement, the NPS consumers give utilities companies when a journey is not in need of improvement, and the difference between those two NPS scores.

# Problematic Journeys: Wireless

## KEY TAKEAWAYS

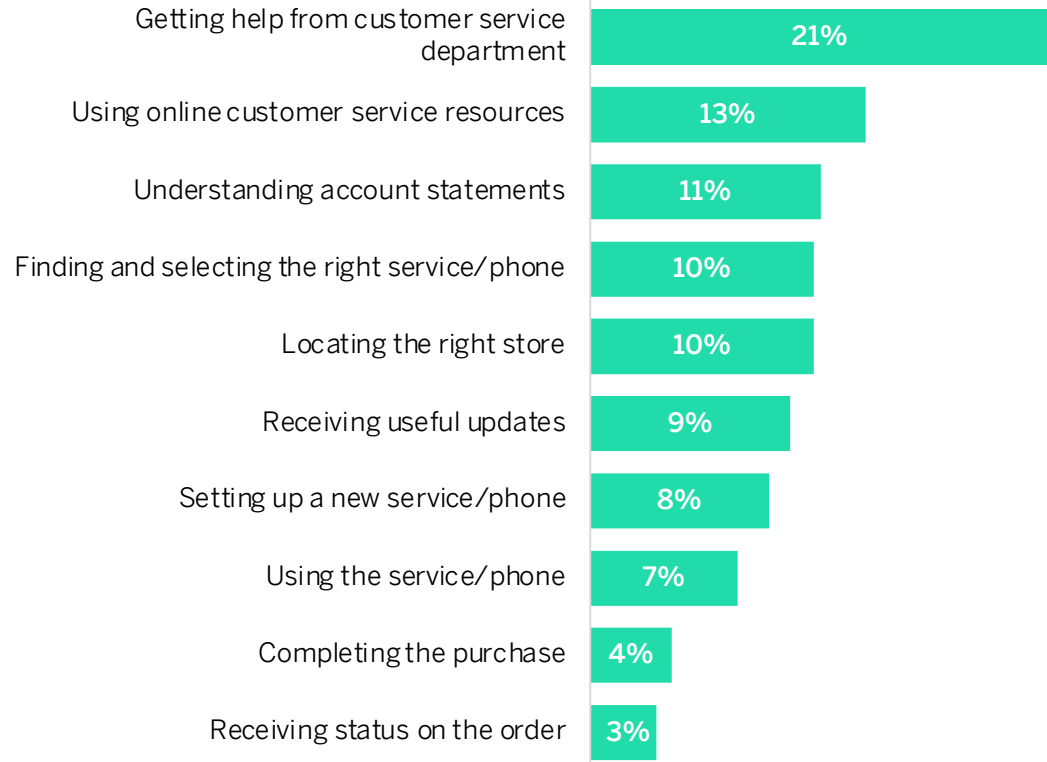
- + The journey wireless consumers most want to see improved is 'getting help from the customer service department', with 21% saying this journey is broken.
- + The journey the fewest consumers think needs improvement is 'receiving status on the order'.

## ABOUT

This chart shows the percentage of consumers that think each interaction with a specific wireless company needs to be improved, aggregated across all wireless companies included in the analysis.

### Thinking of your interactions with [a wireless provider], which of these experiences most needs to be improved?

(Select up to two options)



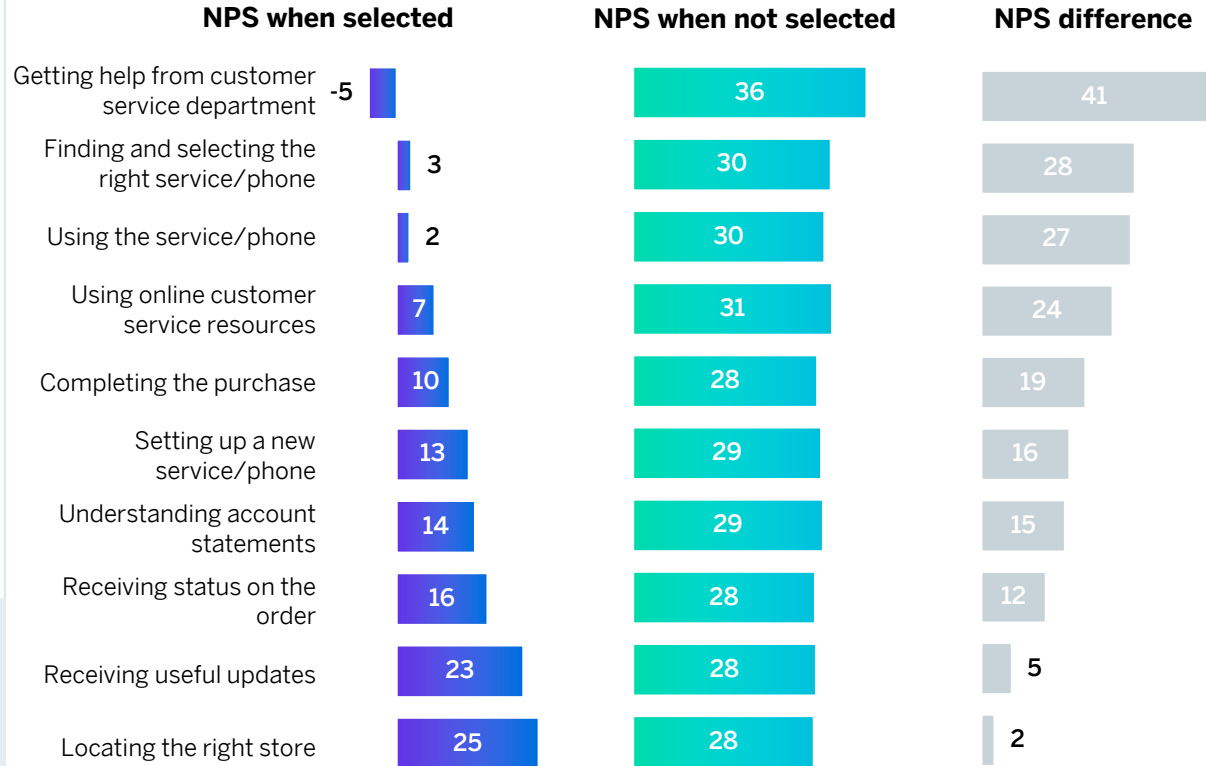


# How Journeys Impact NPS: Wireless

## KEY TAKEAWAYS

- + When none of these journeys are identified as broken, consumers provide wireless companies with an NPS of 53. When one or more journey needs improvement, consumers give an NPS of 10.
- + Consumers that say 'getting help from the customer service department' is a broken journey provide an NPS 41 points lower than those that didn't say so.
- + 'Locating the right store' is the journey that, when broken, has the least impact on a wireless company's NPS.

## NPS difference when consumers identify a wireless journey that needs improvement



## ABOUT

These charts show the NPS that consumers give a wireless company when they say a journey is in need of improvement, the NPS consumers give wireless companies when a journey is not in need of improvement, and the difference between those two NPS scores.

Base: 9,055 US consumers  
Source: Qualtrics XM Institute Q3 US Benchmark Study

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## DATA CALCULATION

**Figure 1** is the top journey from each industry as calculated for Figures, 3, 5, etc., and **Figure 2** is the top journey from each industry with the biggest difference as calculated for Figures 4, 6, etc.

In **Figures 3, 5, 7, 9, 11, 13, 15, 17, 19, 21, 23, 25, 27, 29, 31, 33, 35, 37, 39, 41, 43,** and **45**, we calculated the chart by taking the total number of consumers that identified that journey as needing improvement for all qualifying companies within each industry and dividing it by the total number of respondents for all qualifying companies in each industry. A qualifying company had 100+ respondents that recently interacted with that company.

In **Figures 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44,** and **46**, we derived the NPS scores for the first chart by taking the total number of promoters and detractors that selected each journey for improvement for all qualifying companies within each industry and performing the NPS calculation using the total number of respondents in that industry that chose that journey for improvement. The second chart was calculated by taking the total number of promoters and detractors that didn't select each journey for improvement for all qualifying companies within each industry and performing the NPS calculation using the total number of respondents in that industry that didn't choose that journey for improvement. The difference was calculated by subtracting the NPS for those that did select each journey for improvement from the NPS for those that did not select that journey for improvement\*.

The NPS calculated for consumers who thought none of the journeys needed improvement was calculated by using an exclusive 'none of these need improvement' option in place of the journey and calculating an NPS as was done for the first chart.

\*NPS difference numbers may appear slightly different than expected due to rounding.

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