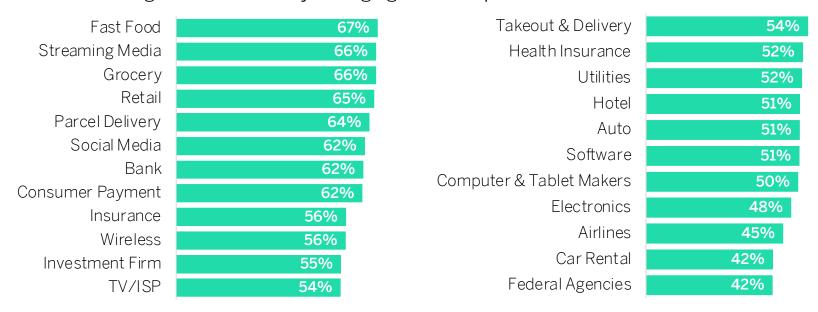
## XMI Customer Ratings – Overall Scores, 2022 (by Industry)



The 2022 XMI Customer Ratings – Overall ranks the customer experience of 388 organizations across 23 industries. Ratings are calculated by averaging each companies score across success, effort, and emotion.



Base: 10,000 U.S. Consumers, 388 organizations, 23 industries

Source: Qualtrics XM Institute Q3 2022 U.S. Consumer Benchmark Study