

# NET PROMOTER SCORE

## WHAT IS NET PROMOTER SCORE (NPS)?

NPS is a popular customer experience metric used to track and increase the likelihood of customers recommending their business.

### ASK YOUR CUSTOMERS...

How likely are you to recommend this company?

0 1 2 3 4 5 6 7 8 9 10

Not at all likely Extremely likely

0-6: Detractors 7-8: Passives 9-10: Promoters

(% Promoters - % Detractors) x 100 = NPS

## COMPARE TO INDUSTRY PEERS

We asked 10,000 consumers to provide an NPS rating for 351 companies across 22 industries. These industries had the highest and lowest scores on average:



**18**<sup>+1</sup> from 2022

2023 cross-industry average NPS

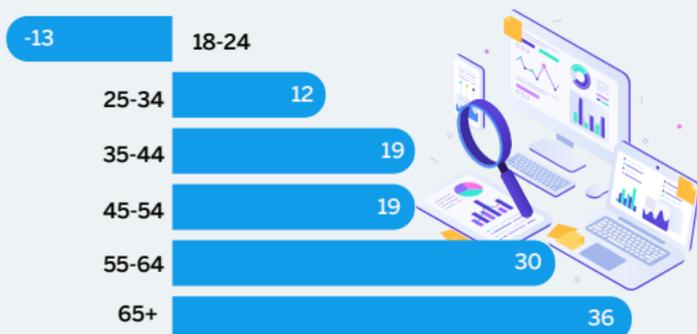
Compared to customers who don't encounter problems, those who do give an NPS that's

**20** points lower.

*XM Institute Q3 2022 US Consumer Study*

## NPS DIFFERS ACROSS DEMOGRAPHICS

### AVERAGE NPS BY AGE



### AVERAGE NPS BY COUNTRY (when consumers like a company)



For more information on how to evolve your NPS program, check out [xminstitute.com](https://www.xminstitute.com)