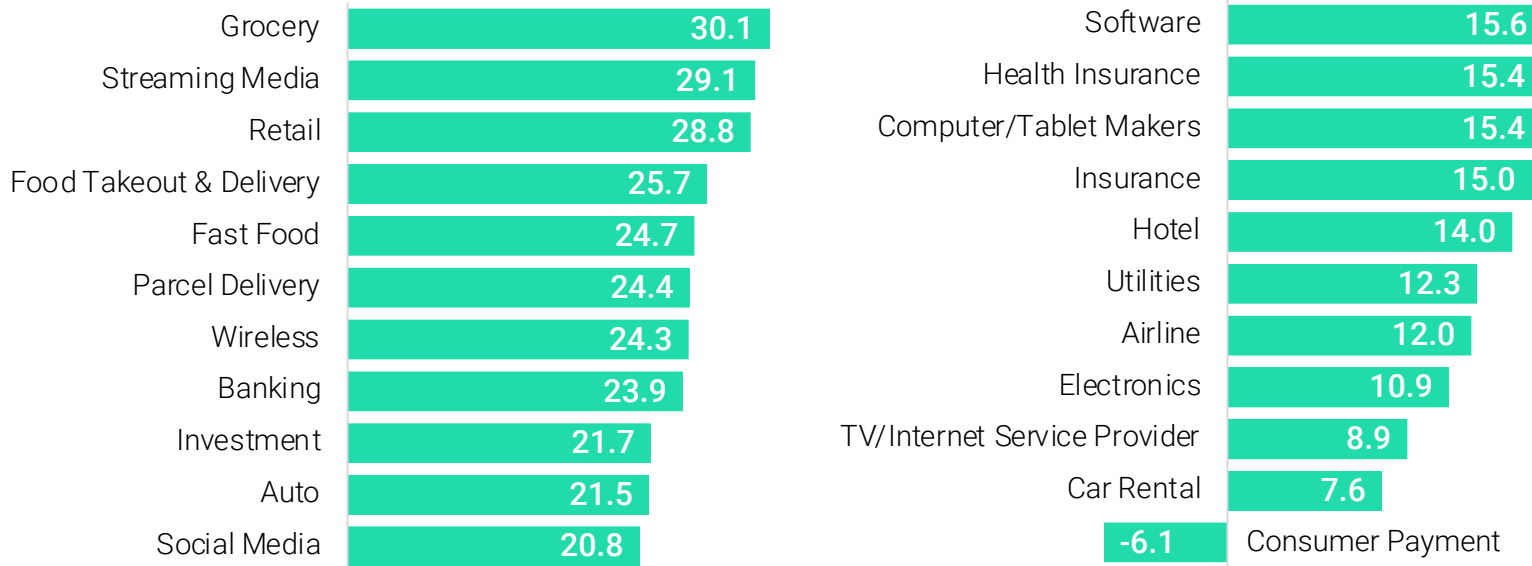


XMI Customer Ratings – Consumer NPS®, 2023 (by industry)

The 2023 XMI Customer Ratings – Consumer NPS* ranks the Net Promoter Score® of 351 companies across 22 industries.



Base: 10,000 U.S. Consumers, 351 organizations, 22 industries
Source: Qualtrics XM Institute Q3 2023 U.S. Consumer Benchmark Study

*The Ratings are calculate using the standard NPS® method. Net Promoter Score, Net Promoter, and NPS are registered trademarks of Bain & Company, Satmetrix, and Fred Reichheld.