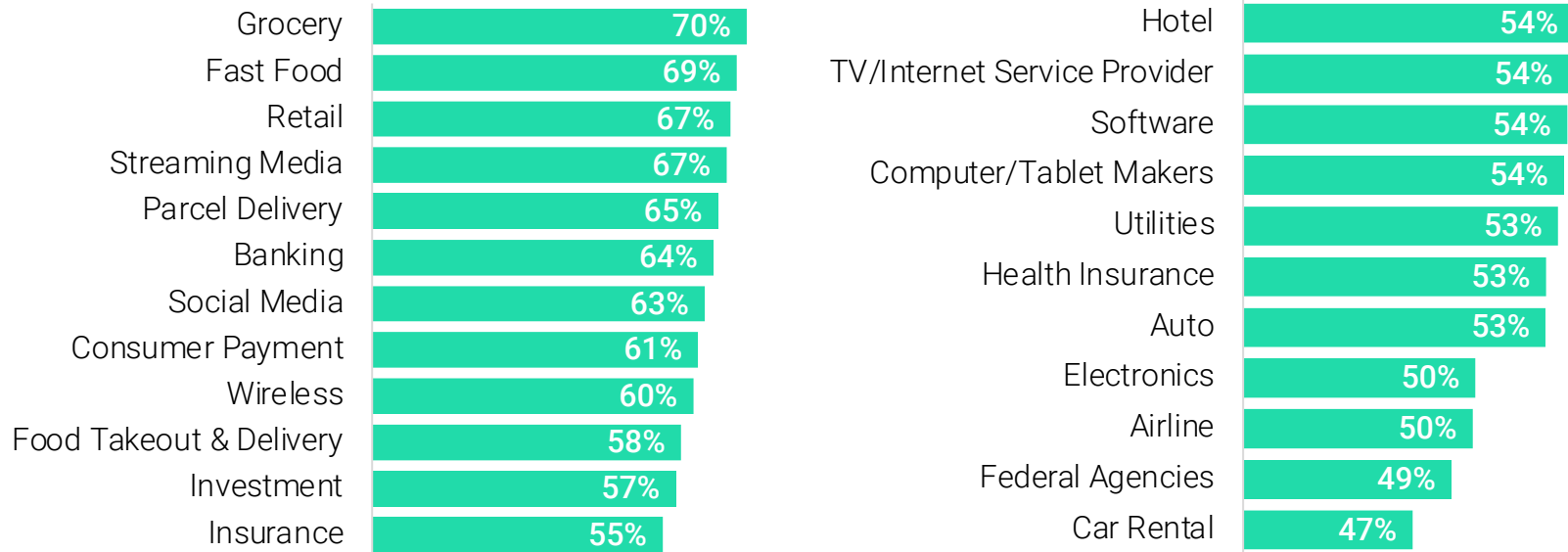


XMI Customer Ratings – Overall Scores, 2023 (by Industry)

The 2023 XMI Customer Ratings – Overall ranks the customer experience of 387 organizations across 23 industries. Ratings are calculated by averaging each companies score across *success*, *effort*, and *emotion*.



Base: 10,000 U.S. Consumers, 387 organizations, 23 industries
Source: Qualtrics XM Institute Q3 2023 U.S. Consumer Benchmark Study