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

Qualtrics XM institute[™]

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.

Grocery	70%	Hotel	54%
Fast Food	69%	TV/Internet Service Provider	54%
Retail	67%	Software	54%
Streaming Media	67%	Computer/Tablet Makers	54%
Parcel Delivery	65%	Utilities	53%
Banking	64%	Health Insurance	53%
Social Media	63%	Auto	53%
Consumer Payment	61%		
Wireless	60%	Electronics	50%
Food Takeout & Delivery	58%	Airline	50%
Investment	57%	Federal Agencies	49%
Insurance	55%	Car Rental	47%

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

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