



DATA SNAPSHOT

# Economics of NPS, 2021

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# Executive Summary

## KEY FINDINGS IN THIS REPORT

Many organizations across the United States use Net Promoter Score® (NPS®) as a key metric to understand customer loyalty and the quality of their customer experience. In this data snapshot, we examine the relationship between NPS and customer experience and share key insights on how loyalty differs according to NPS across 22 industries. Key findings include:

- + **NPS and CX are highly correlated.** Using the *XMI Customer Ratings - NPS* and the *XMI Customer Ratings – Overall* scores calculated for each company, we found that NPS and customer experience are highly correlated, with a Pearson correlation coefficient of 0.9.
- + **Grocery received the highest industry NPS.** The industry average for grocery is 33, the highest of any industry analyzed. Retail and streaming media come in second and third, with scores of 33 and 32, respectively. At the other end of the spectrum, consumer payments (0), car rentals (5), and airlines (11) received the lowest scores.
- + **Consumer payments have the largest repurchase differential.** Compared to detractors, promoters in the consumer payments industry are 5.4 times as likely to say they will purchase more from the company – the largest difference across all industries analyzed, implying consumer payments have the most to gain from converting their detractors to promoters. Fast food has the smallest gap, where promoters are just 2.8 times as likely to purchase more.
- + **Social media has the largest forgiveness and trust differentials.** Promoters of social media companies are significantly more likely to forgive and trust the company compared to detractors; they are 6.1 times as likely to forgive, and 6.6 times as likely to trust a social media company, the largest gap across all industries surveyed. Conversely, consumer payments promoters have the smallest forgiveness (2.1 times) and trust (1.8 times) differentials.

## STUDY KEY FACTS

- US Online Study
- Conducted in Q3 of 2021
- 9,055 consumers
- 22 industries

# Economics of NPS, 2021

## STUDY OVERVIEW

The data for this report comes from a U.S. Consumer study that Qualtrics XM Institute conducted in the third quarter of 2021. Using an online survey, XM Institute collected data from 9,055 consumers within the United States of America. To ensure that the data was reflective of the population, we set quotas for responses to match the gender, age, ethnicity, geographical region, and income according to the latest available U.S. Census.

For this analysis, respondents answered the standard NPS question: How likely are you to recommend <company> to friends and colleagues? Consumers selected a response from 0 (not at all likely) to 10 (extremely likely). For each company, we determined the percentages of its respondents who were promoters (selected 9 or 10), passives (selected 7 or 8), or detractors (selected between 0 and 6).

## FIGURES IN THE REPORT

1. Economics of NPS in the Airline Industry
2. Economics of NPS in the Automotive Industry
3. Economics of NPS in the Banking Industry
4. Economics of NPS in the Car Rental Industry
5. Economics of NPS in the Computer Industry
6. Economics of NPS in the Consumer Payment Industry
7. Economics of NPS in the Electronics Industry
8. Economics of NPS in the Fast Food Industry
9. Economics of NPS in the Takeout & Delivery Industry
10. Economics of NPS in the Grocery Industry
11. Economics of NPS in the Health Insurance Industry
12. Economics of NPS in the Hotel Industry
13. Economics of NPS in the Insurance Industry
14. Economics of NPS in the Investments Industry
15. Economics of NPS in the Parcel Delivery Industry
16. Economics of NPS in the Retail Industry
17. Economics of NPS in the Software Industry
18. Economics of NPS in the Social Media Industry
19. Economics of NPS in the Streaming Industry
20. Economics of NPS in the TV/Internet Service Provider Industry
21. Economics of NPS in the Utilities Industry
22. Economics of NPS in the Wireless Industry

# Economics of NPS in the Airline Industry

## KEY TAKEAWAYS

- + Airlines received an average NPS of **12**, which is 7 points lower than the overall average across all 22 industries and the third-lowest score of any industry included in the study.
- + There is a strong positive relationship between a company's NPS and its performance on our *XMI Customer Ratings* – *Overall* benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters of an airline are **3.8x** more likely to purchase more, **4.6x** more likely to trust, and **4.5x** more likely to forgive the organization if it makes a mistake.

## ABOUT

These charts show how NPS correlates to CX and influences likelihood to purchase more, trust, and forgive in the airline industry.

### Airline NPS

Airline vs. 22-industry Average

**12**

Average NPS across 9 airlines from 4,186 customers

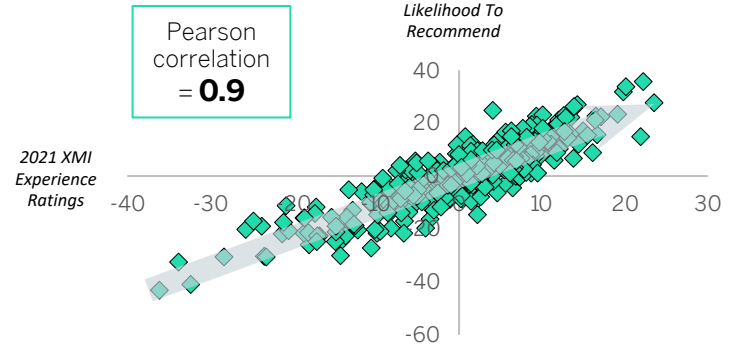
**21**

Average NPS across 344 companies in 22 industries from 9,055 customers

### CX Correlates with NPS

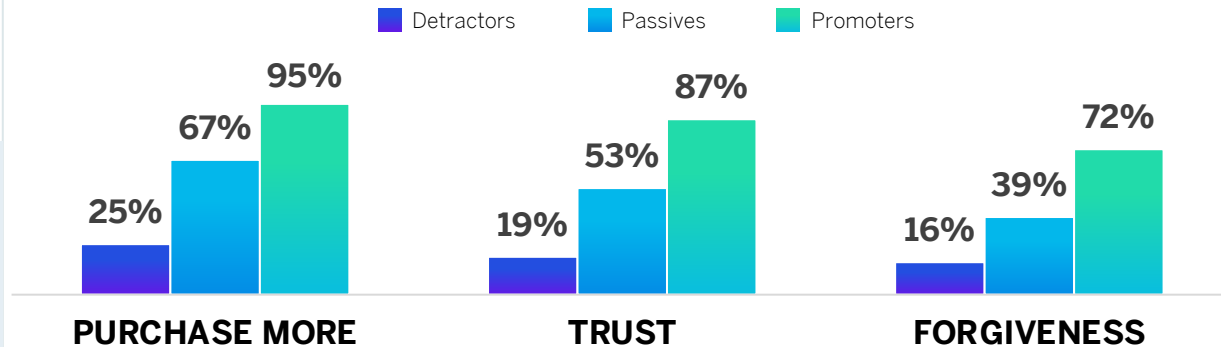
344 Organizations Across 22 Industries

Pearson correlation = **0.9**



### Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the airline, they trust the airline, and they will forgive the airline for a mistake:



Base: 9,055 U.S. consumers, 344 companies, 22 industries  
Source: Qualtrics XM Institute Q3 2021 U.S. Consumer Benchmark Study

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# Economics of NPS in the Automotive Industry

## KEY TAKEAWAYS

- + Automakers received an average NPS of **24**, which is 3 points higher than the overall average across all 22 industries and the ninth highest score of any industry included in the study.
- + There is a strong positive relationship between a company's NPS and its performance on our *XMI Customer Ratings* – *Overall* benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters of an automaker are **3.6x** more likely to purchase more, **4.0x** more likely to trust, and **3.8x** more likely to forgive the organization if it makes a mistake.

## ABOUT

These charts show how NPS correlates to CX and influences likelihood to purchase more, trust, and forgive in the auto industry.

### Auto NPS

Automotive vs. 22-industry Average

**24**

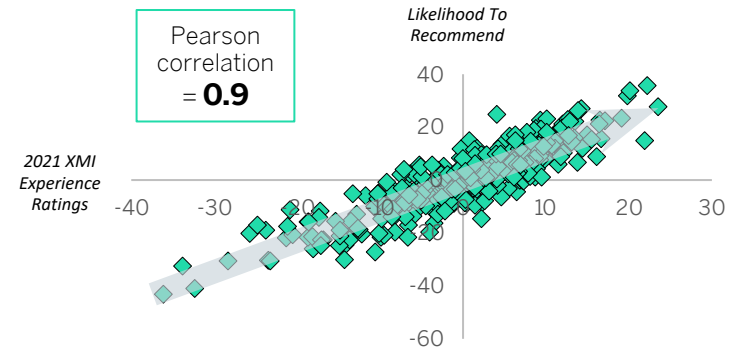
Average NPS across 17 automakers from 4,429 customers

**21**

Average NPS across 344 companies in 22 industries from 9,055 customers

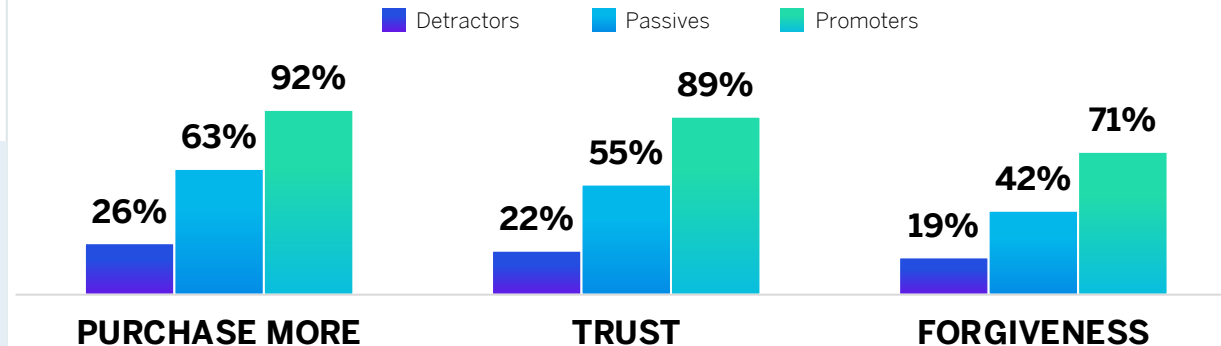
### CX Correlates with NPS

344 Organizations Across 22 Industries



### Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the automaker, they trust the automaker, and they will forgive the automaker for a mistake:



Base: 9,055 U.S. consumers, 344 companies, 22 industries

Source: Qualtrics XM Institute Q3 2021 U.S. Consumer Benchmark Study

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# Economics of NPS in the Banking Industry

## KEY TAKEAWAYS

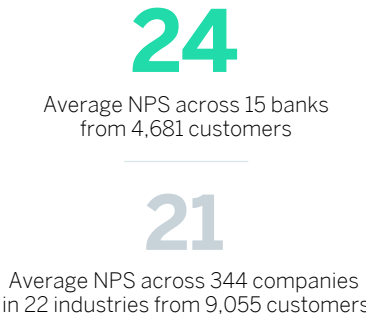
- + Banks received an average NPS of **24**, which is 3 points higher than the overall average across all 22 industries and the tenth highest score of any industry included in the study.
- + There is a strong positive relationship between a company's NPS and its performance on our *XMI Customer Ratings* – *Overall* benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters of a bank are **3.7x** more likely to purchase more, **3.6x** more likely to trust, and **4.2x** more likely to forgive the organization if it makes a mistake.

## ABOUT

These charts show how NPS correlates to CX and influences likelihood to purchase more, trust, and forgive in the banking industry.

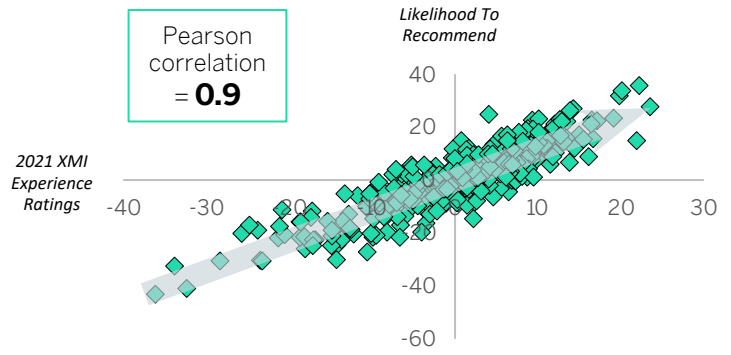
### Banking NPS

Banking vs. 22-industry Average



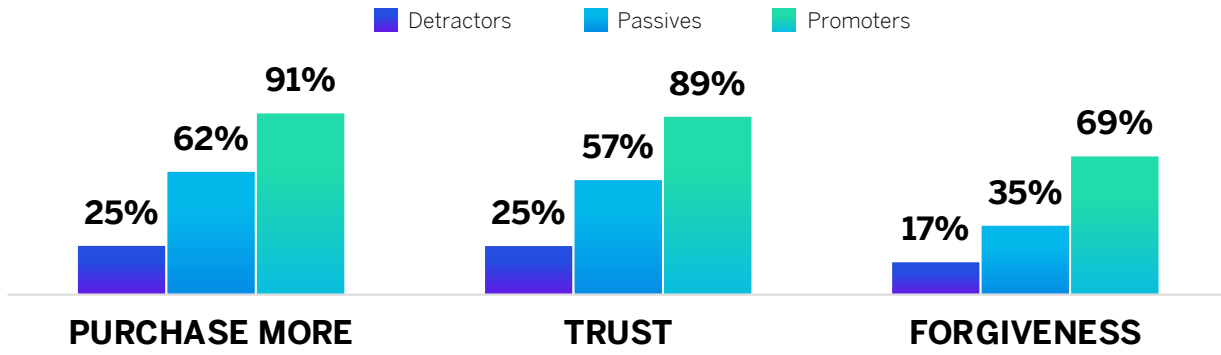
### CX Correlates with NPS

344 Organizations Across 22 Industries



### Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the bank, they trust the bank, and they will forgive the bank for a mistake:



Base: 9,055 U.S. consumers, 344 companies, 22 industries  
Source: Qualtrics XM Institute Q3 2021 U.S. Consumer Benchmark Study

# Economics of NPS in the Car Rental Industry

## KEY TAKEAWAYS

- + Car rental agencies received an average NPS of **5**, which is 16 points lower than the overall average across all 22 industries and second-lowest score of any industry included in the study.
- + There is a strong positive relationship between a company's NPS and its performance on our *XMI Customer Ratings* – *Overall* benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters of a car rental agency are **3.9x** more likely to purchase more, **3.9x** more likely to trust, and **3.9x** more likely to forgive the organization if it makes a mistake.

## ABOUT

These charts show how NPS correlates to CX and influences likelihood to purchase more, trust, and forgive in the car rental industry.

### Car Rental NPS

Car Rental vs. 22-industry Average

5

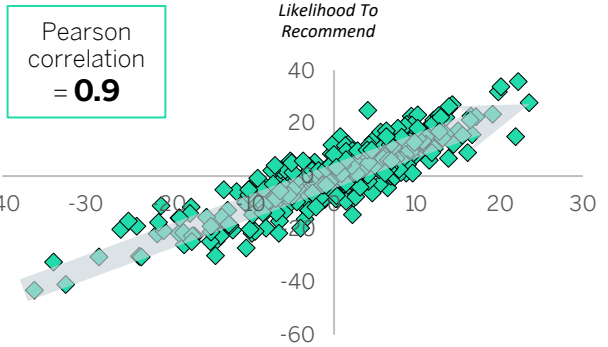
Average NPS across 13 car rental agencies from 3,515 customers

21

Average NPS across 344 companies in 22 industries from 9,055 customers

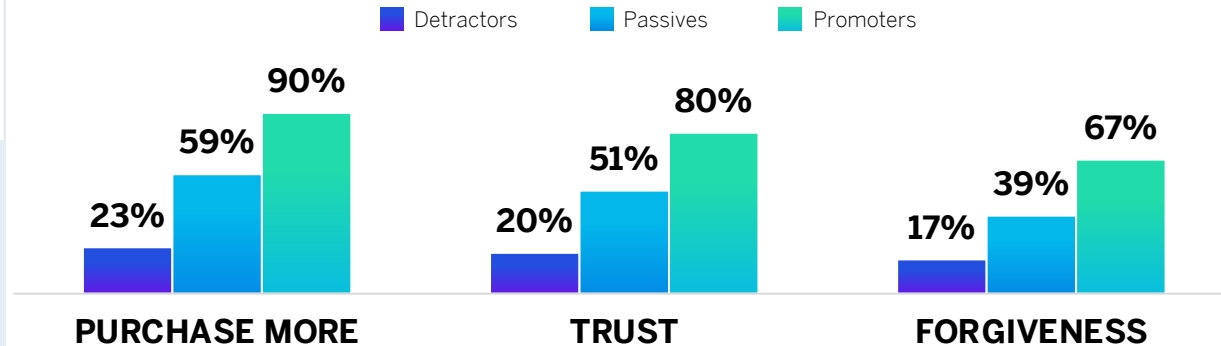
### CX Correlates with NPS

344 Organizations Across 22 Industries



### Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the car rental agency, they trust the car rental agency, and they will forgive the car rental agency for a mistake:



Base: 9,055 U.S. consumers, 344 companies, 22 industries

Source: Qualtrics XM Institute Q3 2021 U.S. Consumer Benchmark Study

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# Economics of NPS in the Computer Industry

## KEY TAKEAWAYS

- + Computer & tablet makers received an average NPS of **18**, which is 3 points lower than the overall average across all 22 industries and ninth-lowest score of any industry included in the study.
- + There is a strong positive relationship between a company's NPS and its performance on our *XMI Customer Ratings* – *Overall* benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters of a computer or tablet maker are **3.7x** more likely to purchase more, **4.6x** more likely to trust, and **3.9x** more likely to forgive the organization if it makes a mistake.

## ABOUT

These charts show how NPS correlates to CX and influences likelihood to purchase more, trust, and forgive in the computer and tablet maker industry.

### Computer Maker NPS

Computer Maker vs. 22-industry Average

**18**

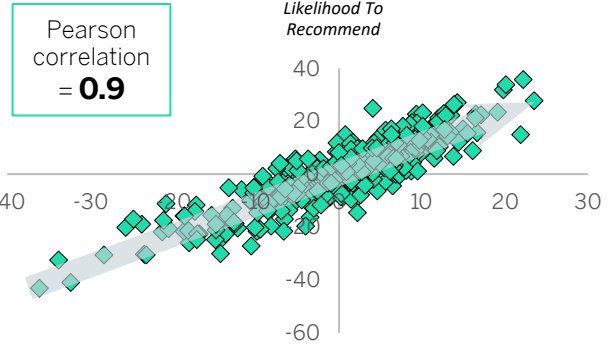
Average NPS across 13 computer makers from 4,663 customers

**21**

Average NPS across 344 companies in 22 industries from 9,055 customers

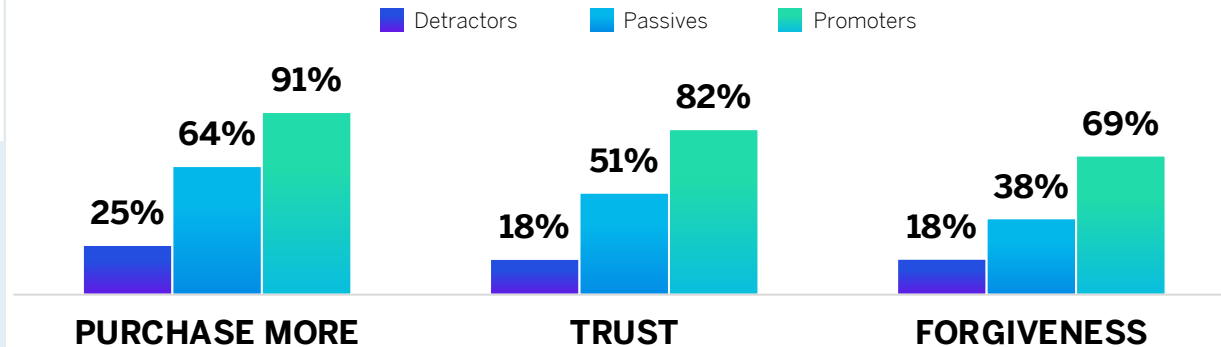
### CX Correlates with NPS

344 Organizations Across 22 Industries



### Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the computer maker, they trust the computer maker, and they will forgive the computer maker for a mistake:



Base: 9,055 U.S. consumers, 344 companies, 22 industries

Source: Qualtrics XM Institute Q3 2021 U.S. Consumer Benchmark Study

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# Economics of NPS in the Consumer Payment Industry

## KEY TAKEAWAYS

- + Consumer payment companies received an average NPS of **0**, which is 21 points lower than the overall average across all 22 industries and the lowest score of any industry included in the study.
- + There is a strong positive relationship between a company's NPS and its performance on our *XMI Customer Ratings* – Overall benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters of a consumer payments company are **5.4x** more likely to purchase more, **1.8x** more likely to trust, and **2.1x** more likely to forgive the organization if it makes a mistake.

## ABOUT

These charts show how NPS correlates to CX and influences likelihood to purchase more, trust, and forgive in the consumer payments industry.

### Consr. Payments NPS

Payments vs. 22-industry Average

0

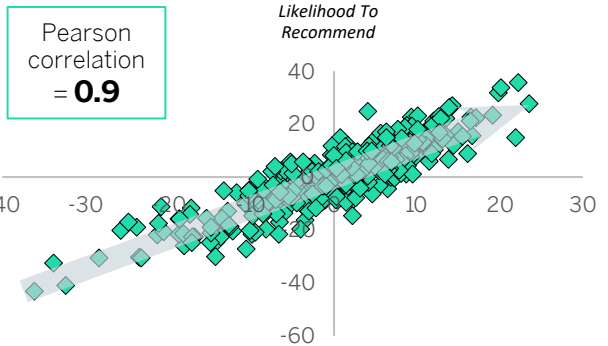
Average NPS across 17 consumer payment companies from 4,647 customers

21

Average NPS across 344 companies in 22 industries from 9,055 customers

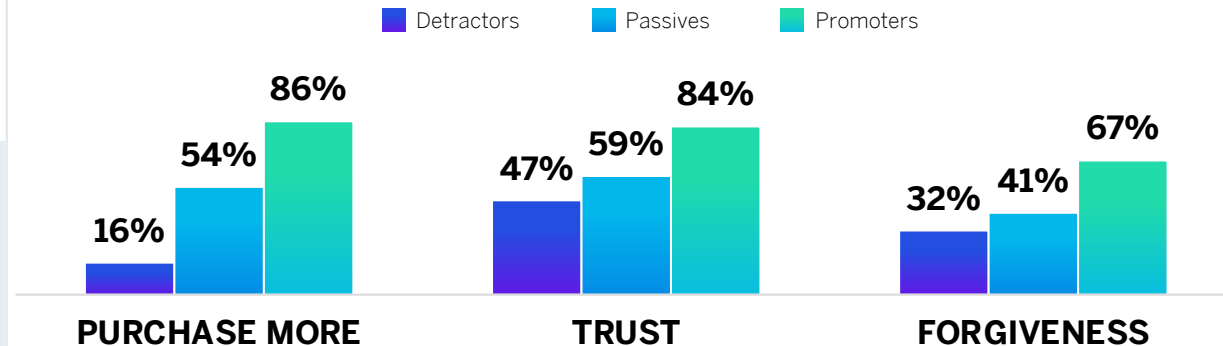
### CX Correlates with NPS

344 Organizations Across 22 Industries



## Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the payment company, they trust the payment company, and they will forgive the payment company for a mistake:



Base: 9,055 U.S. consumers, 344 companies, 22 industries

Source: Qualtrics XM Institute Q3 2021 U.S. Consumer Benchmark Study

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# Economics of NPS in the Electronics Industry

## KEY TAKEAWAYS

- + Electronics companies received an average NPS of **14**, which is 7 points lower than the overall average across all 22 industries and the fifth-lowest score of any industry included in the study.
- + There is a strong positive relationship between a company's NPS and its performance on our *XMI Customer Ratings* – *Overall* benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters of an electronics company are **3.2x** more likely to purchase more, **3.9x** more likely to trust, and **3.4x** more likely to forgive the organization if it makes a mistake.

## ABOUT

These charts show how NPS correlates to CX and influences likelihood to purchase more, trust, and forgive in the electronics industry.

### Electronics NPS

Electronics vs. 22-industry Average

**14**

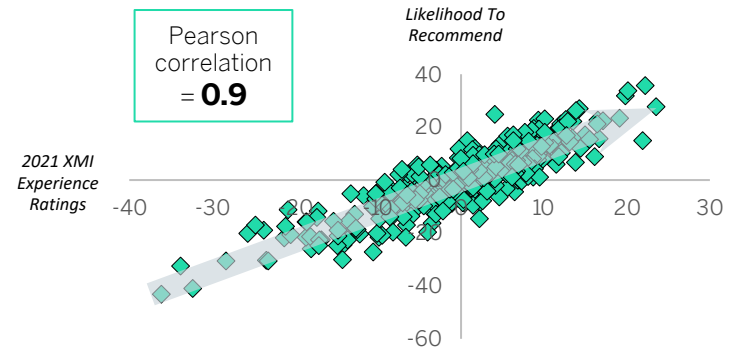
Average NPS across 17 electronics companies from 4,663 customers

**21**

Average NPS across 344 companies in 22 industries from 9,055 customers

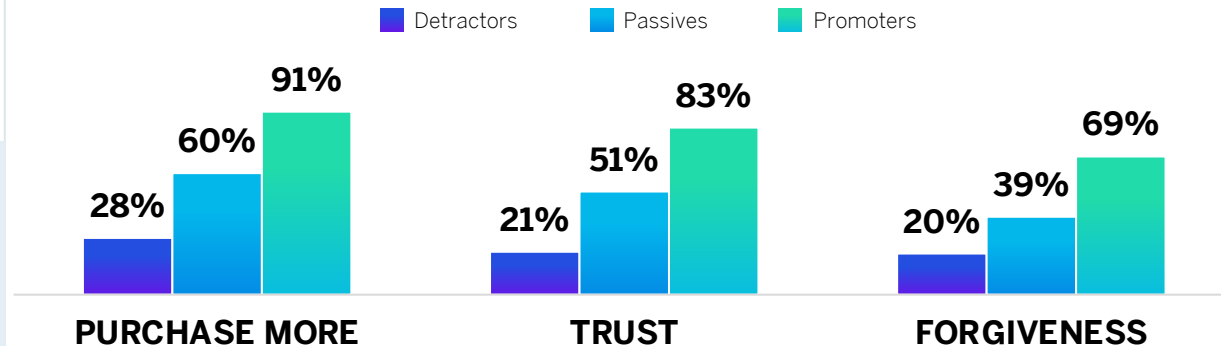
### CX Correlates with NPS

344 Organizations Across 22 Industries



### Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the electronics company, they trust the electronics company, and they will forgive the electronics company for a mistake:



Base: 9,055 U.S. consumers, 344 companies, 22 industries  
Source: Qualtrics XM Institute Q3 2021 U.S. Consumer Benchmark Study

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# Economics of NPS in the Fast Food Industry

## KEY TAKEAWAYS

- + Electronics companies received an average NPS of **27**, which is 6 points higher than the overall average across all 22 industries and the sixth-highest score of any industry included in the study.
- + There is a strong positive relationship between a company's NPS and its performance on our *XMI Customer Ratings* – *Overall* benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters of a fast food company are **2.8x** more likely to purchase more, **4.4x** more likely to trust, and **4.1x** more likely to forgive the organization if it makes a mistake.

## ABOUT

These charts show how NPS correlates to CX and influences likelihood to purchase more, trust, and forgive in the fast food industry.

### Fast Food NPS

Fast Food vs. 22-industry Average

**27**

Average NPS across 24 fast food companies from 4,642 customers

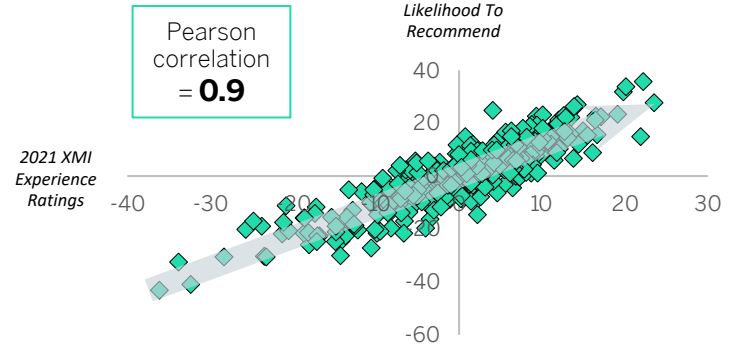
**21**

Average NPS across 344 companies in 22 industries from 9,055 customers

### CX Correlates with NPS

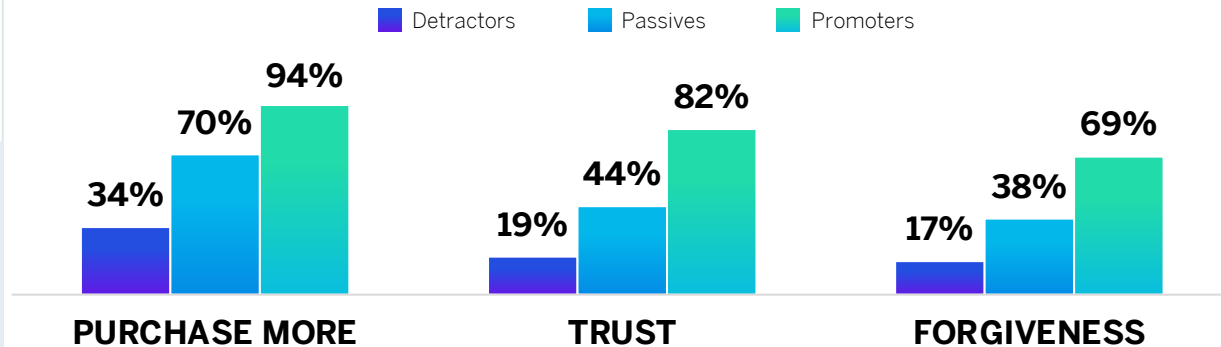
344 Organizations Across 22 Industries

Pearson correlation = **0.9**



### Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the fast food company, they trust the fast food company, and they will forgive the fast food company for a mistake:



Base: 9,055 U.S. consumers, 344 companies, 22 industries

Source: Qualtrics XM Institute Q3 2021 U.S. Consumer Benchmark Study

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# Economics of NPS in the Takeout & Delivery Industry

## KEY TAKEAWAYS

- + Food takeout & delivery companies received an average NPS of **23**, which is 2 points higher than the overall average across all 22 industries.
- + There is a strong positive relationship between a company's NPS and its performance on our *XMI Customer Ratings* – *Overall* benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters of a food takeout and delivery company are **3.6x** more likely to purchase more, **4.2x** more likely to trust, and **3.6x** more likely to forgive the organization if it makes a mistake.

## ABOUT

These charts show how NPS correlates to CX and influences likelihood to purchase more, trust, and forgive in the food takeout & delivery industry.

### T&D NPS

Takeout vs. 22-industry Average

**23**

Average NPS across 12 takeout/delivery companies from 4,174 customers

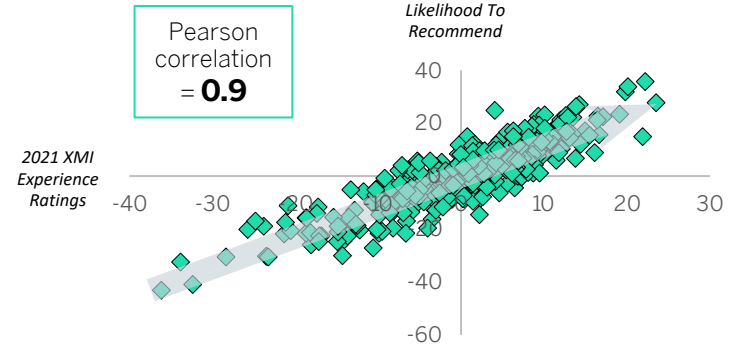
**21**

Average NPS across 344 companies in 22 industries from 9,055 customers

### CX Correlates with NPS

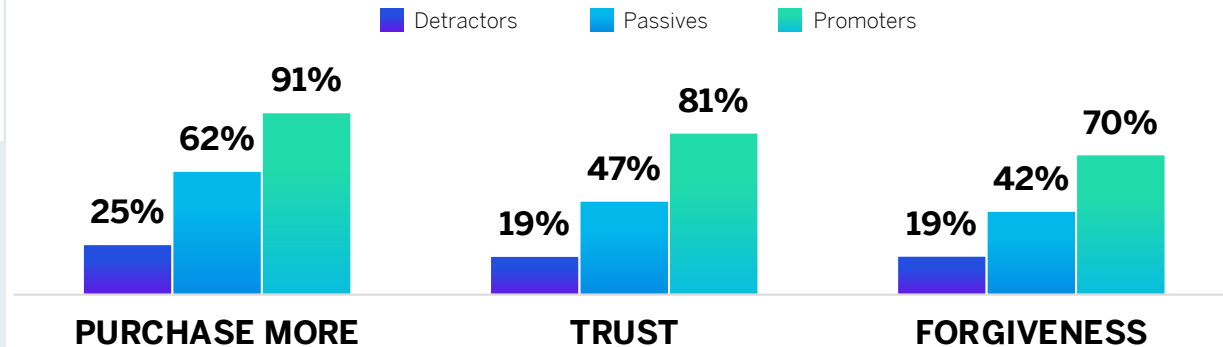
344 Organizations Across 22 Industries

Pearson correlation = **0.9**



## Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the takeout/delivery company, trust the takeout/delivery company, and will forgive the takeout/delivery company for a mistake:



Base: 9,055 U.S. consumers, 344 companies, 22 industries

Source: Qualtrics XM Institute Q3 2021 U.S. Consumer Benchmark Study

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# Economics of NPS in the Grocery Industry

## KEY TAKEAWAYS

- + Grocery companies received an average NPS of **33**, which is 12 points higher than the overall average across all 22 industries and the highest score of any industry included in the study.
- + There is a strong positive relationship between a company's NPS and its performance on our *XMI Customer Ratings* – *Overall* benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters of a grocery company are **2.7x** more likely to purchase more, **3.6x** more likely to trust, and **3.5x** more likely to forgive the organization if it makes a mistake.

## ABOUT

These charts show how NPS correlates to CX and influences likelihood to purchase more, trust, and forgive in the grocery industry.

### Grocery NPS

Grocery vs. 22-industry Average

**33**

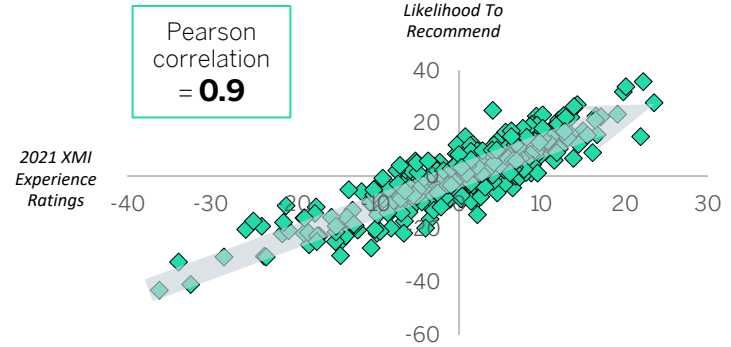
Average NPS across 21 grocery companies from 4,650 customers

**21**

Average NPS across 344 companies in 22 industries from 9,055 customers

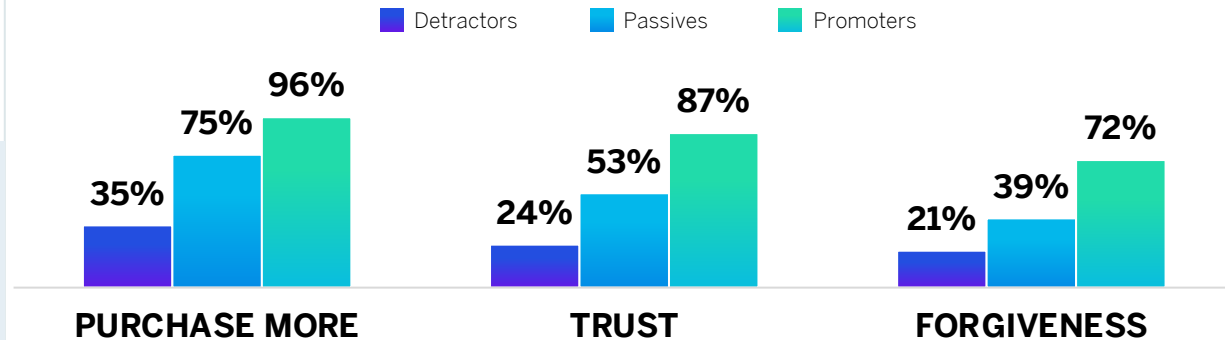
### CX Correlates with NPS

344 Organizations Across 22 Industries



### Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the grocery company, they trust the grocery company, and they will forgive the grocery company for a mistake:



Base: 9,055 U.S. consumers, 344 companies, 22 industries

Source: Qualtrics XM Institute Q3 2021 U.S. Consumer Benchmark Study

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# Economics of NPS in the Health Insurance Industry

## KEY TAKEAWAYS

- + Health insurers received an average NPS of **16**, which is 5 points lower than the overall average across all 22 industries and the seventh-lowest score of any industry included in the study.
- + There is a strong positive relationship between a company's NPS and its performance on our *XMI Customer Ratings* – Overall benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters of a health insurer are **3.4x** more likely to purchase more, **3.7x** more likely to trust, and **3.9x** more likely to forgive the organization if it makes a mistake.

## ABOUT

These charts show how NPS correlates to CX and influences likelihood to purchase more, trust, and forgive in the health insurance industry.

### Health Insurance NPS

Health Ins. vs. 22-industry Average

**16**

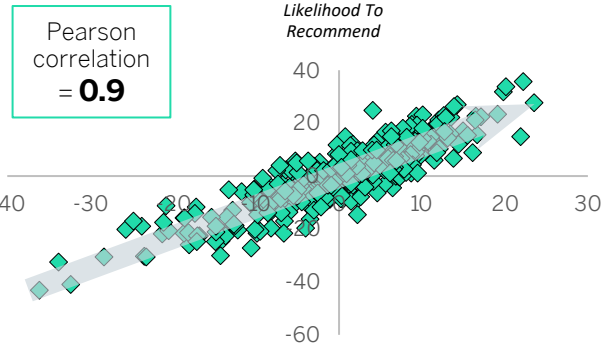
Average NPS across 15 health insurance companies from 4,676 customers

**21**

Average NPS across 344 companies in 22 industries from 9,055 customers

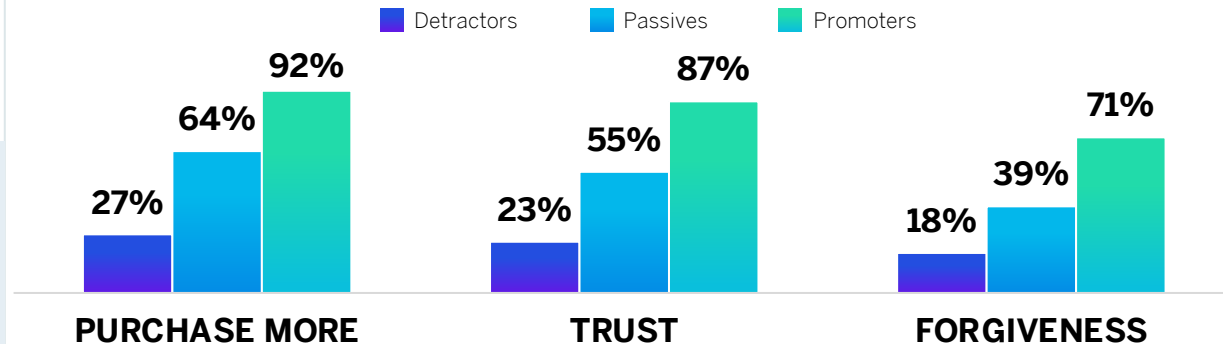
### CX Correlates with NPS

344 Organizations Across 22 Industries



### Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the health insurer, they trust the health insurer, and they will forgive the health insurer for a mistake:



Base: 9,055 U.S. consumers, 344 companies, 22 industries

Source: Qualtrics XM Institute Q3 2021 U.S. Consumer Benchmark Study

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# Economics of NPS in the Hotel Industry

## KEY TAKEAWAYS

- + Hotels received an average NPS of **17**, which is 4 points lower than the overall average across all 22 industries and the eighth-lowest score of any industry included in the study.
- + There is a strong positive relationship between a company's NPS and its performance on our *XMI Customer Ratings* – *Overall* benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters of a hotel are **3.7x** more likely to purchase more, **4.3x** more likely to trust, and **3.6x** more likely to forgive the organization if it makes a mistake.

## ABOUT

These charts show how NPS correlates to CX and influences likelihood to purchase more, trust, and forgive in the hotel industry.

### Hotel NPS

Hotels vs. 22-industry Average

**17**

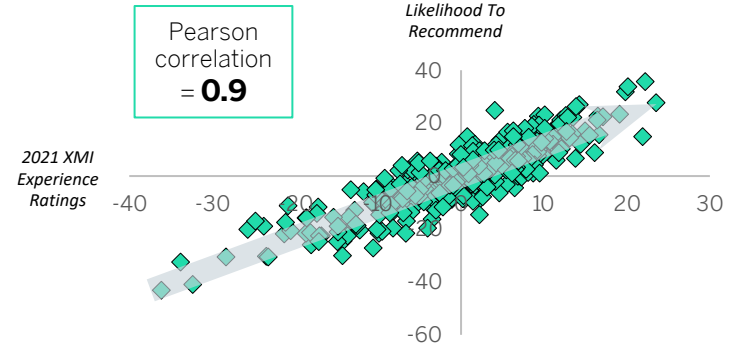
Average NPS across 22 hotel companies from 4,122 customers

**21**

Average NPS across 344 companies in 22 industries from 9,055 customers

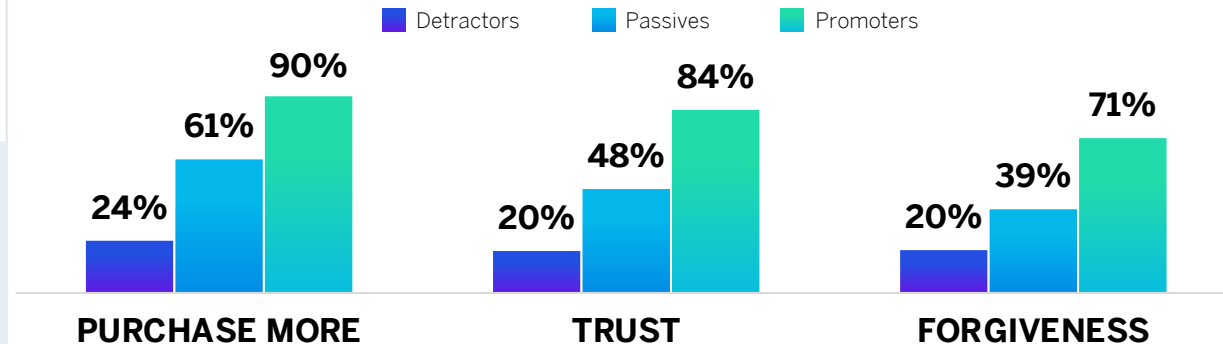
### CX Correlates with NPS

344 Organizations Across 22 Industries



### Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the hotel, they trust the hotel, and they will forgive the hotel for a mistake:



Base: 9,055 U.S. consumers, 344 companies, 22 industries

Source: Qualtrics XM Institute Q3 2021 U.S. Consumer Benchmark Study

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# Economics of NPS in the Insurance Industry

## KEY TAKEAWAYS

- + Insurance companies received an average NPS of **22**, which is 1 point higher than the overall average across all 22 industries.
- + There is a strong positive relationship between a company's NPS and its performance on our *XMI Customer Ratings* – *Overall* benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters of an insurer are **3.7x** more likely to purchase more, **4.2x** more likely to trust, and **4.1x** more likely to forgive the organization if it makes a mistake.

### Insurance NPS

Insurance vs. 22-industry Average

**22**

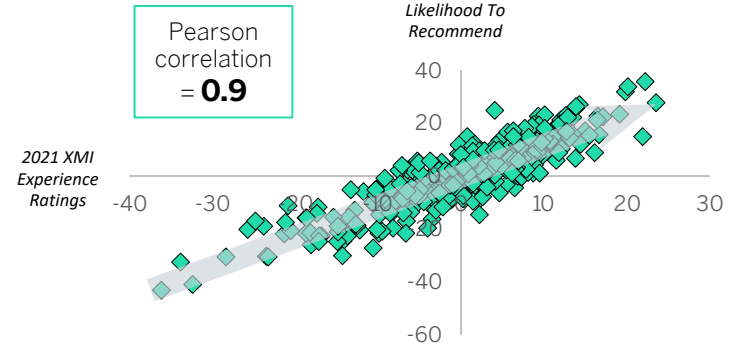
Average NPS across 15 insurance companies from 4,269 customers

**21**

Average NPS across 344 companies in 22 industries from 9,055 customers

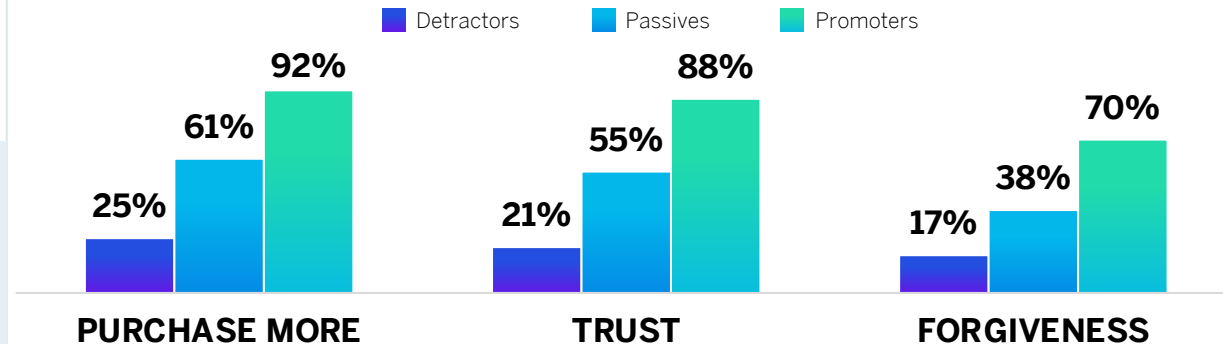
### CX Correlates with NPS

344 Organizations Across 22 Industries



### Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the insurer, they trust the insurer, and they will forgive the insurer for a mistake:



## ABOUT

These charts show how NPS correlates to CX and influences likelihood to purchase more, trust, and forgive in the insurance industry.



# Economics of NPS in the Investments Industry

## KEY TAKEAWAYS

- + Investment companies received an average NPS of **28**, which is 7 points higher than the overall average across all 22 industries, and the third highest score of any industry included in the study.
- + There is a strong positive relationship between a company's NPS and its performance on our *XMI Customer Ratings* – *Overall* benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters of an investment firm are **3.5x** more likely to purchase more, **3.5x** more likely to trust, and **3.5x** more likely to forgive the organization if it makes a mistake.

## ABOUT

These charts show how NPS correlates to CX and influences likelihood to purchase more, trust, and forgive in the investments industry.

### Investments NPS

Investments vs. 22-industry Average

**28**

Average NPS across 13 investment firms from 4,356 customers

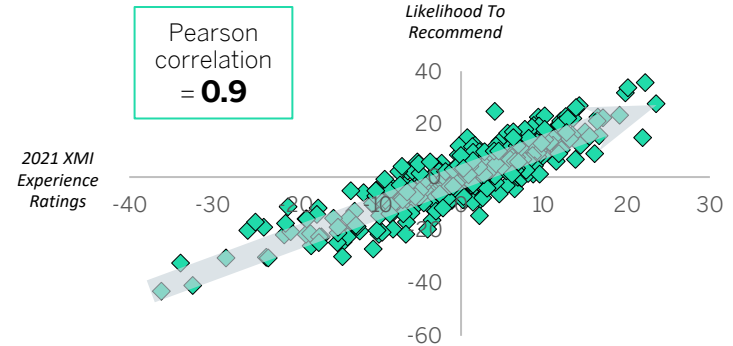
**21**

Average NPS across 344 companies in 22 industries from 9,055 customers

### CX Correlates with NPS

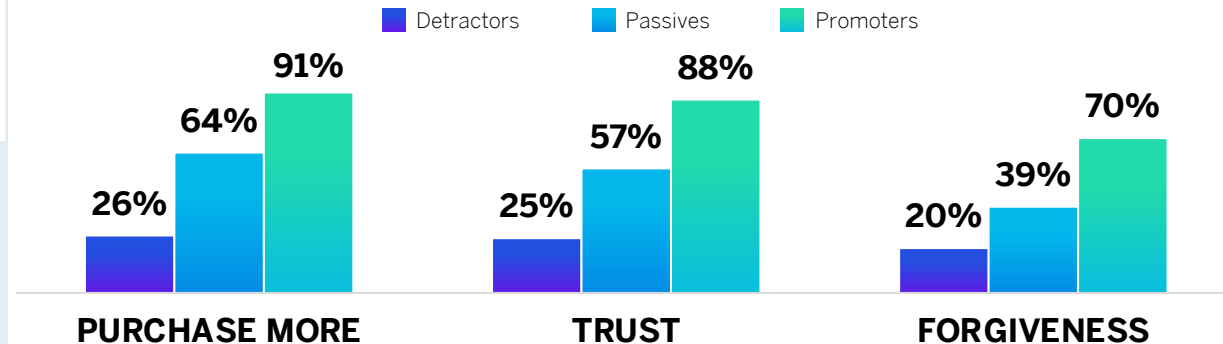
344 Organizations Across 22 Industries

Pearson correlation = **0.9**



### Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the investment firm, they trust the investment firm, and they will forgive the investment firm for a mistake:



Base: 9,055 U.S. consumers, 344 companies, 22 industries

Source: Qualtrics XM Institute Q3 2021 U.S. Consumer Benchmark Study

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# Economics of NPS in the Parcel Delivery Industry

## KEY TAKEAWAYS

- + Parcel delivery companies received an average NPS of **28**, which is 7 points higher than the overall average across all 22 industries, and the fourth-highest score of any industry included in this study.
- + There is a strong positive relationship between a company's NPS and its performance on our *XMI Customer Ratings* – Overall benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters of a parcel delivery service are **3.1x** more likely to purchase more, **4.1x** more likely to trust, and **4.3x** more likely to forgive the organization if it makes a mistake.

## ABOUT

These charts show how NPS correlates to CX and influences likelihood to purchase more, trust, and forgive in the parcel delivery industry.

### Parcel Delivery NPS

Parcel Delivery vs. 22-industry Average

**28**

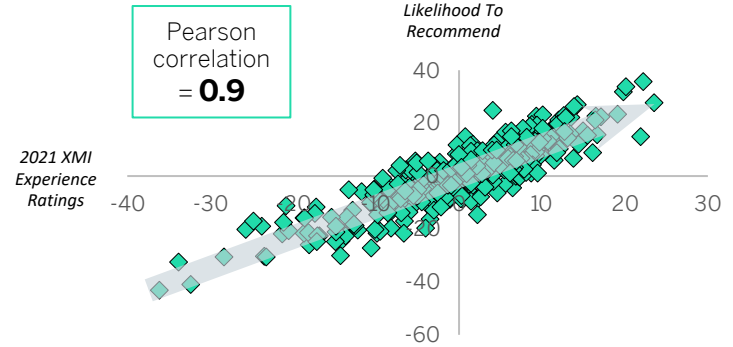
Average NPS across 5 parcel delivery companies from 4,682 customers

**21**

Average NPS across 344 companies in 22 industries from 9,055 customers

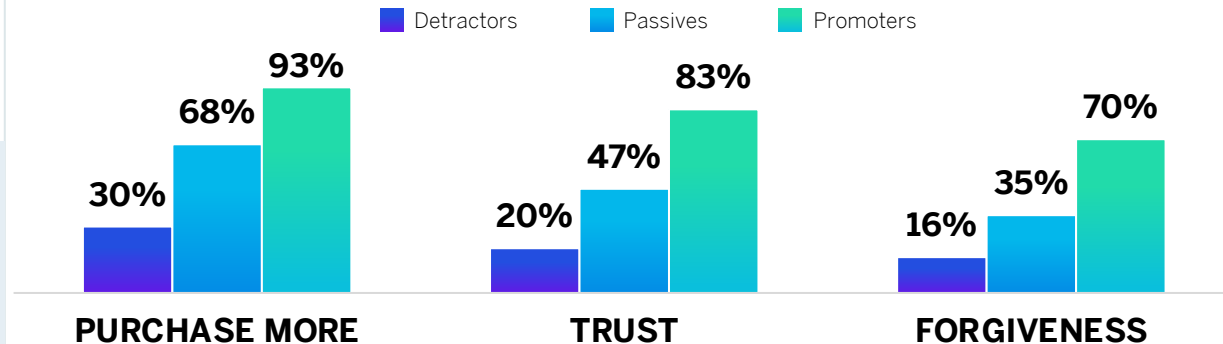
### CX Correlates with NPS

344 Organizations Across 22 Industries



### Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the parcel service, they trust the parcel service, and they will forgive the parcel service for a mistake:



Base: 9,055 U.S. consumers, 344 companies, 22 industries

Source: Qualtrics XM Institute Q3 2021 U.S. Consumer Benchmark Study

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# Economics of NPS in the Retail Industry

## KEY TAKEAWAYS

- + Retailers received an average NPS of **33**, which is 12 points higher than the overall average across all 22 industries, and the second-highest score of any industry included in this study.
- + There is a strong positive relationship between a company's NPS and its performance on our *XMI Customer Ratings* – *Overall* benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters of a retailer are **2.9x** more likely to purchase more, **4.2x** more likely to trust, and **4.0x** more likely to forgive the organization if it makes a mistake.

## ABOUT

These charts show how NPS correlates to CX and influences likelihood to purchase more, trust, and forgive in the retail industry.

### Retail NPS

Retail vs. 22-industry Average

**33**

Average NPS across 42  
retailers from 9,363 customers

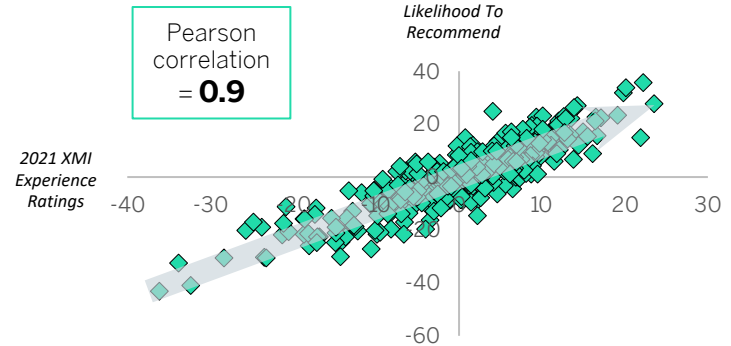
**21**

Average NPS across 344 companies  
in 22 industries from 9,055 customers

### CX Correlates with NPS

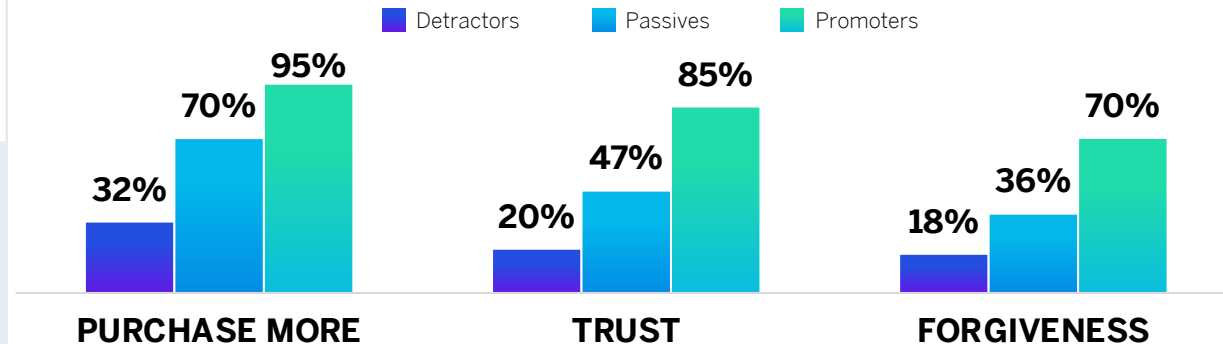
344 Organizations Across 22 Industries

Pearson  
correlation  
= **0.9**



### Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the retailer, they trust the retailer, and they will forgive the retailer for a mistake:



Base: 9,055 U.S. consumers, 344 companies, 22 industries

Source: Qualtrics XM Institute Q3 2021 U.S. Consumer Benchmark Study

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# Economics of NPS in the Software Industry

## KEY TAKEAWAYS

- + Software companies received an average NPS of **19**, which is 2 points lower than the overall average across all 22 industries.
- + There is a strong positive relationship between a company's NPS and its performance on our *XMI Customer Ratings* – *Overall* benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters of a software company are **3.6x** more likely to purchase more, **4.0x** more likely to trust, and **4.0x** more likely to forgive the organization if it makes a mistake.

## ABOUT

These charts show how NPS correlates to CX and influences likelihood to purchase more, trust, and forgive in the software industry.

### Software NPS

Software vs. 22-industry Average

**19**

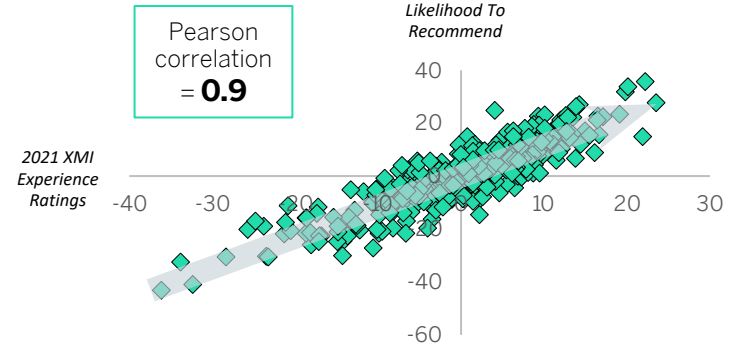
Average NPS across 10 software companies from 4,694 customers

**21**

Average NPS across 344 companies in 22 industries from 9,055 customers

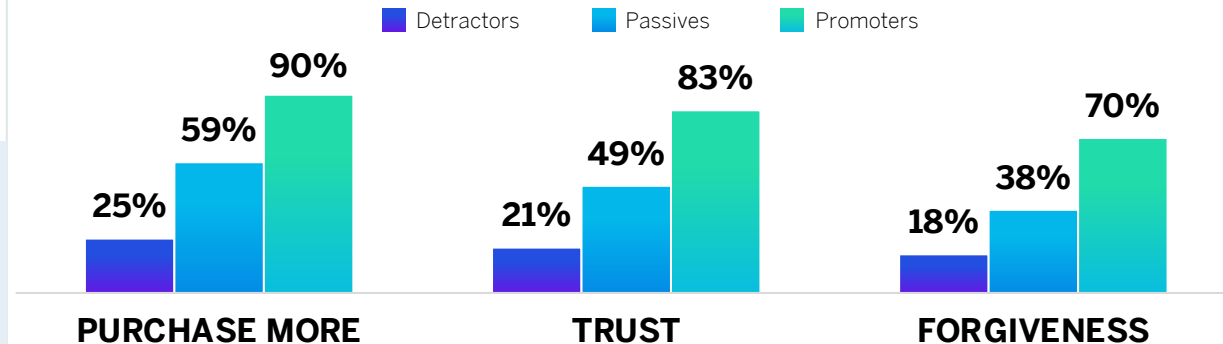
### CX Correlates with NPS

344 Organizations Across 22 Industries



### Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the software company, they trust the software company, and they will forgive the software company for a mistake:



# Economics of NPS in the Social Media Industry

## KEY TAKEAWAYS

- + Social media companies received an average NPS of **25**, which is 4 points higher than the overall average across all 22 industries and is the seventh-highest score of any industry included in this study.
- + There is a strong positive relationship between a company's NPS and its performance on our *XMI Customer Ratings* – *Overall* benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters of a social media platform are **5.3x** more likely to purchase more, **6.6x** more likely to trust, and **6.1x** more likely to forgive the organization if it makes a mistake.

## ABOUT

These charts show how NPS correlates to CX and influences likelihood to purchase more, trust, and forgive in the social media industry.

### Social Media NPS

Social Media vs. 22-industry Average

**25**

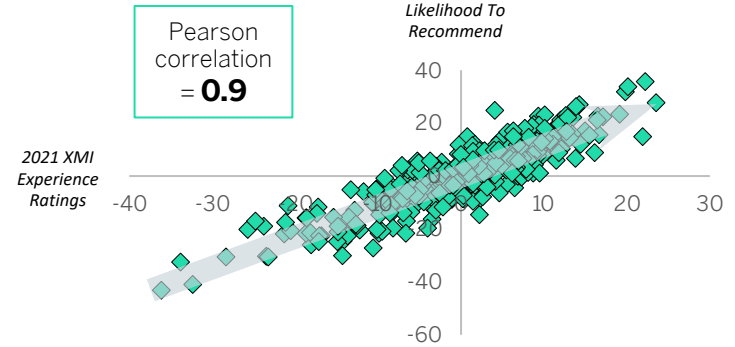
Average NPS across 10 social media companies from 4,578 customers

**21**

Average NPS across 344 companies in 22 industries from 9,055 customers

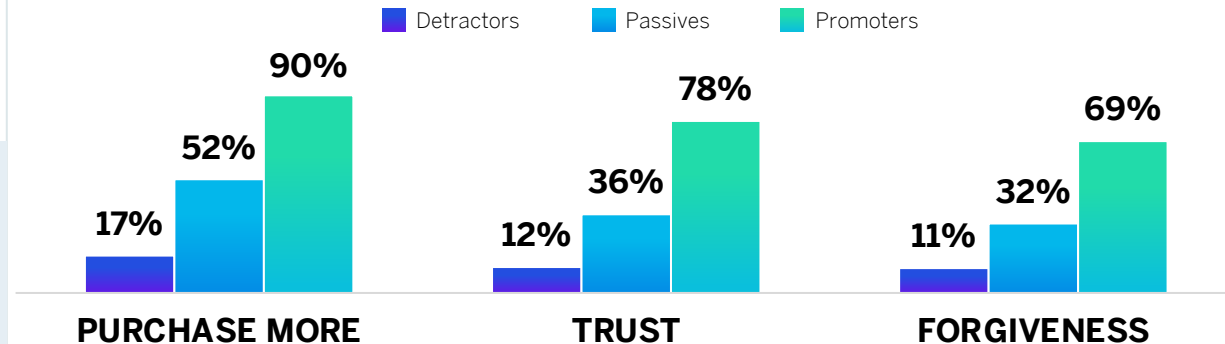
### CX Correlates with NPS

344 Organizations Across 22 Industries



### Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the social media company, they trust the social media company, and they will forgive the social media company for a mistake:



# Economics of NPS in the Streaming Industry

## KEY TAKEAWAYS

- + Streaming companies received an average NPS of **32**, which is 11 points higher than the overall average across all 22 industries and is the third-highest score of any industry included in this study.
- + There is a strong positive relationship between a company's NPS and its performance on our *XMI Customer Ratings* – *Overall* benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters of a streaming media company are **3.7x** more likely to purchase more, **4.4x** more likely to trust, and **4.3x** more likely to forgive the organization if it makes a mistake.

## ABOUT

These charts show how NPS correlates to CX and influences likelihood to purchase more, trust, and forgive in the streaming industry.

### Streaming NPS

Streaming vs. 22-industry Average

**32**

Average NPS across 20 streaming companies from 4,403 customers

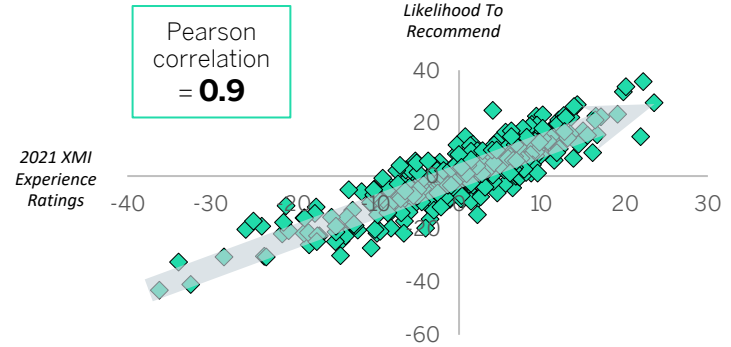
**21**

Average NPS across 344 companies in 22 industries from 9,055 customers

### CX Correlates with NPS

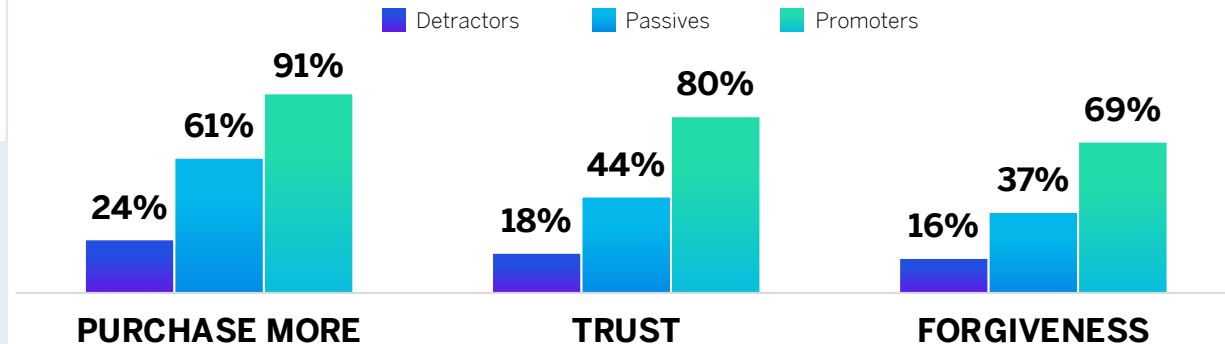
344 Organizations Across 22 Industries

Pearson correlation = **0.9**



### Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the streaming platform, they trust the streaming platform, and they will forgive the streaming platform for a mistake:



Base: 9,055 U.S. consumers, 344 companies, 22 industries

Source: Qualtrics XM Institute Q3 2021 U.S. Consumer Benchmark Study

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# Economics of NPS in the TV/Internet Service Provider Industry

## KEY TAKEAWAYS

- + TV/ISP companies received an average NPS of **12**, which is 9 points lower than the overall average across all 22 industries and is the fourth-lowest score of any industry included in this study.
- + There is a strong positive relationship between a company's NPS and its performance on our *XMI Customer Ratings* – Overall benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters of a TV/ISP company are **4.3x** more likely to purchase more, **5.5x** more likely to trust, and **5.0x** more likely to forgive the organization if it makes a mistake.

## ABOUT

These charts show how NPS correlates to CX and influences likelihood to purchase more, trust, and forgive in the TV/internet service provider industry.

### TV/ISP NPS

TV/ISP vs. 22-industry Average

**12**

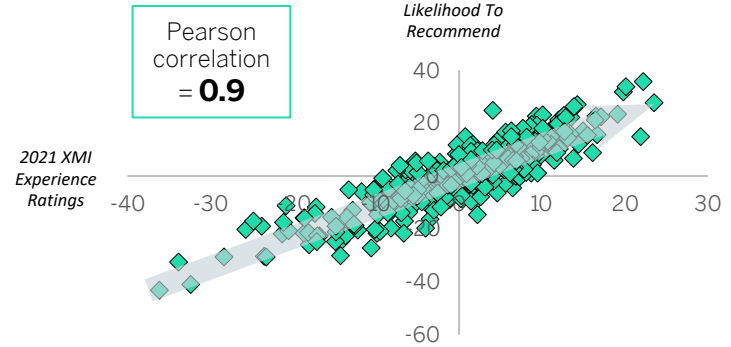
Average NPS across 9 TV/ISP companies from 4,689 customers

**21**

Average NPS across 344 companies in 22 industries from 9,055 customers

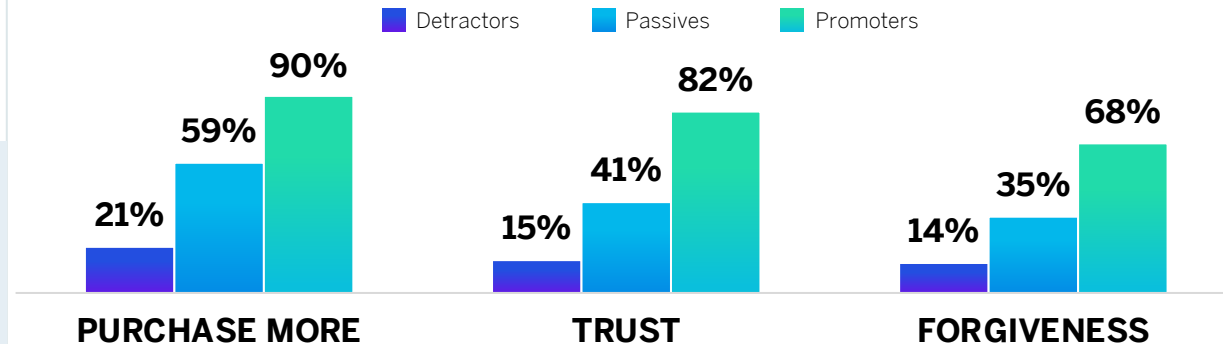
### CX Correlates with NPS

344 Organizations Across 22 Industries



### Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the TV/ISP company, they trust the TV/ISP company, and they will forgive the TV/ISP company for a mistake:



Base: 9,055 U.S. consumers, 344 companies, 22 industries

Source: Qualtrics XM Institute Q3 2021 U.S. Consumer Benchmark Study

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# Economics of NPS in the Utilities Industry

## KEY TAKEAWAYS

- + Utilities companies received an average NPS of **16**, which is 5 points lower than the overall average across all 22 industries and is the sixth-lowest score of any industry included in this study.
- + There is a strong positive relationship between a company's NPS and its performance on our *XMI Customer Ratings* – *Overall* benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters of a utilities company are **3.2x** more likely to purchase more, **4.2x** more likely to trust, and **4.1x** more likely to forgive the organization if it makes a mistake.

## ABOUT

These charts show how NPS correlates to CX and influences likelihood to purchase more, trust, and forgive in the utilities industry.

### Utilities NPS

Utilities vs. 22-industry Average

**16**

Average NPS across 21 TV/ISP companies from 4,169 customers

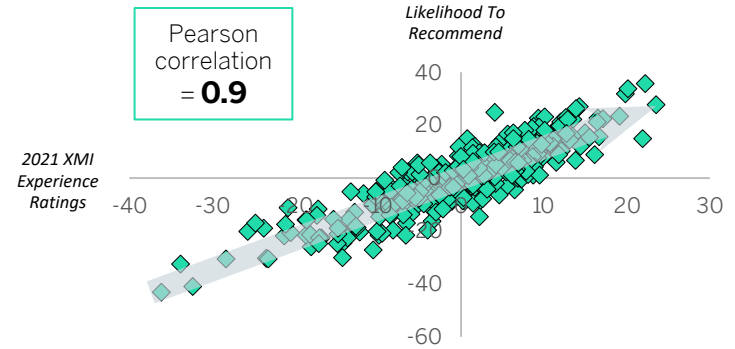
**21**

Average NPS across 344 companies in 22 industries from 9,055 customers

### CX Correlates with NPS

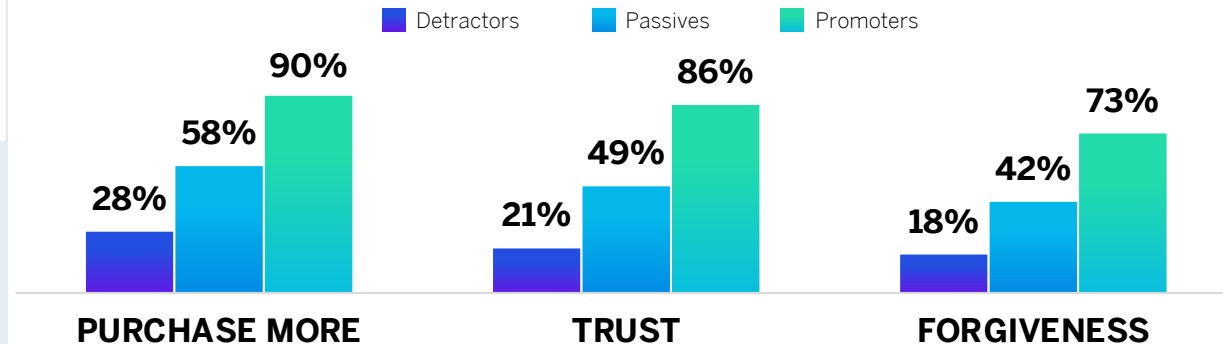
344 Organizations Across 22 Industries

Pearson correlation = **0.9**



### Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the utilities company, they trust the utilities company, and they will forgive the utilities company for a mistake:



Base: 9,055 U.S. consumers, 344 companies, 22 industries

Source: Qualtrics XM Institute Q3 2021 U.S. Consumer Benchmark Study

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# Economics of NPS in the Wireless Industry

## KEY TAKEAWAYS

- + Wireless companies received an average NPS of **25**, which is 4 points higher than the overall average across all 22 industries and is the eighth-highest score of any industry included in this study.
- + There is a strong positive relationship between a company's NPS and its performance on our *XMI Customer Ratings* – *Overall* benchmark, a composite metric measuring customer experience (CX).
- + Compared to detractors, promoters of a wireless company are **3.8x** more likely to purchase more, **5.0x** more likely to trust, and **4.6x** more likely to forgive the organization if it makes a mistake.

## ABOUT

These charts show how NPS correlates to CX and influences likelihood to purchase more, trust, and forgive in the wireless industry.

### Wireless NPS

Wireless vs. 22-industry Average

**25**

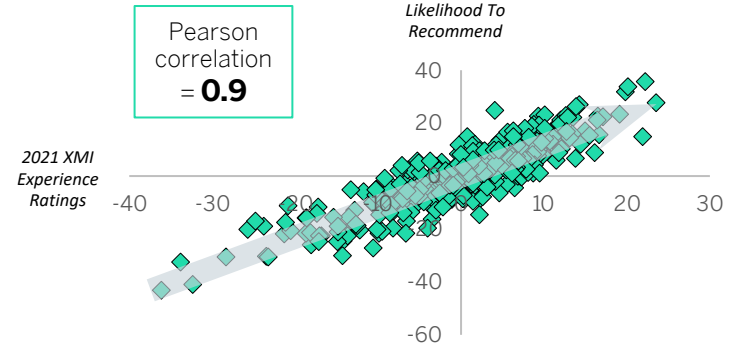
Average NPS across 8 wireless companies from 4,617 customers

**21**

Average NPS across 344 companies in 22 industries from 9,055 customers

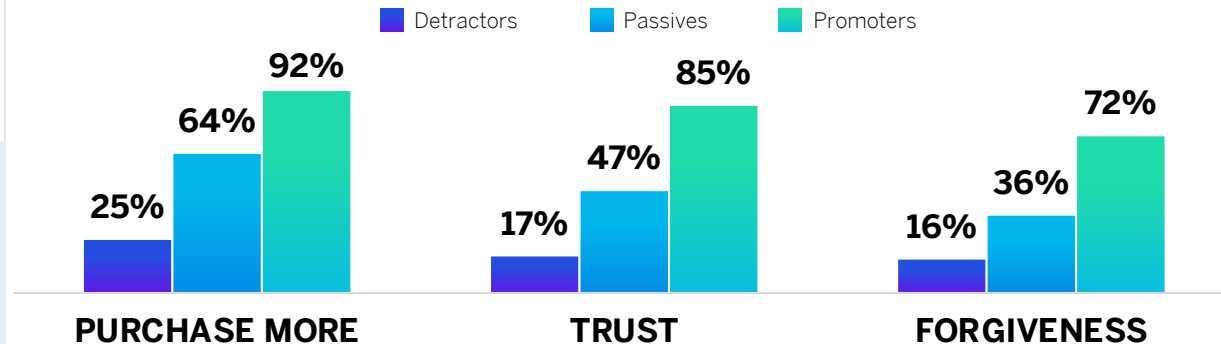
### CX Correlates with NPS

344 Organizations Across 22 Industries



### Effect of NPS on Key Loyalty Behaviors

Percentage of detractors, passives and promoters who say they will purchase more from the wireless company, they trust the wireless company, and they will forgive the wireless company for a mistake:



## DATA CALCULATION

Only organizations that received 100+ responses from a consumer saying they had an experience with that organization in the previous 90 days were included in this analysis. Consumers may have responded for up to 5 industries.

In **Figures 1-23**, we calculated the industry NPS by taking the total percentage of detractors and subtracting that from the total percentage of promoters in that industry. The average NPS across industries is calculated by averaging all the industry NPS' together. Promoters, passives, and detractors are determined according to the parameters laid out in the study overview.

To create the scatterplot, we plotted a data point for each organization by subtracting their NPS from their industry's average NPS score and their XMI Customer Rating – Overall score from their industry average XMI Customer Rating – Overall score and plotting the differences. We then calculated the Pearson Correlation Coefficient from those differences. Industry averages for the XMI Customer Rating – Overall scores can be found in the *2021 XMI Customer Ratings – Overall* Data Snapshot.

To calculate the lower three charts, we took the percentage of promoters, passives, and detractors who said they were "very likely" or "extremely likely" (on a seven-point scale) to purchase more, trust, and forgive a company based on their most recent experience.

Note: Numbers are rounded and may not match independent calculation.

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