

Industry Leaders

Guess who the Customer Experience leaders are in various industries. Click on each box to reveal the answer.

(Source: 2016 Satmetrix Net Promoter Score report)

(for more information on Net Promoter Score, go to next page)

Auto/Home Insurance	Life Insurance	Online Shopping	Airlines
Online Entertainment	Tablet Computers	Brokerage & Investments	Hotels
Software & Apps	Credit Cards	Travel Websites	Health Insurance

Industry Leaders

Guess who the Customer Experience leaders are in various industries. Click on each box to reveal the answer.

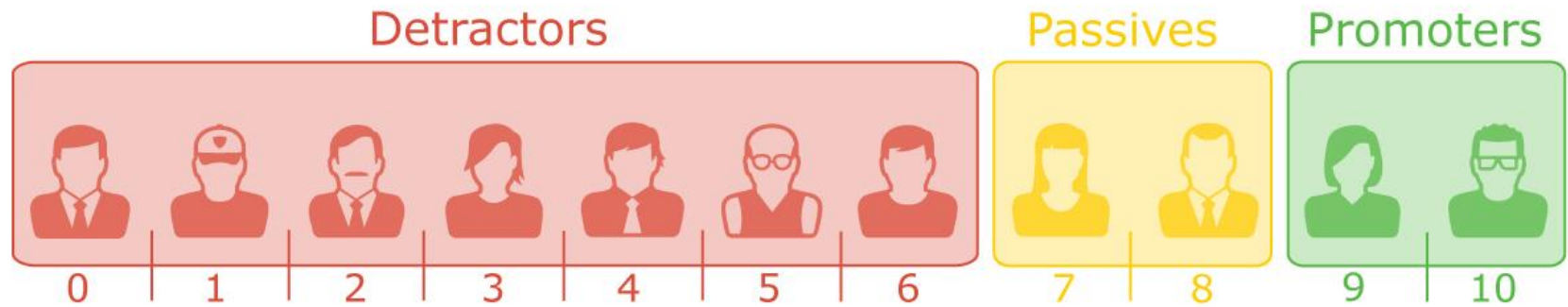
(Source: 2016 Satmetrix Net Promoter Score report)

(for more information on Net Promoter Score, go to next page)

Net Promoter Score

NPS asks customers, on a 0-10 scale: How likely is it that you would recommend our company to a friend or colleague? Based on their response, they are bucketed into one of three labels: Promoters, Passives, or Detractors. The NPS score is calculated by subtracting the percentage of detractors from the percentage of promoters.



Net Promoter Score

=

% Promoters

-

% Detractors