THE 2022 NPS PRISM®

U.S. Benchmarks Report

NPS Leaders Revealed

NPS Prism®

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Introduction

Measure customer sentiment and identify growth opportunities with our 2022 industry findings.

The NPS Prism® Benchmarks Report provides comprehensive industry-level Net Promoter Score℠ (NPS) metrics and insights. The report is based on the analysis of over 1,000 companies in 9 industries, including airlines, automotive, consumer banking, grocery, insurance, telecom, utilities, video streaming, and convenience retail. It includes benchmarking data for relationship NPS (rNPS) or product NPS (pNPS) for each industry, as well as reveals the NPS industry leader(s).

| Airlines | Automotive | Consumer Banking & Payments | Convenience Retail | Grocery | Insurance | Telecom | Utilities | Video Streaming |

As a customer experience (CX), marketing, or business unit leader, you can use the NPS Prism Benchmarks Report to measure customer sentiment and loyalty in your industry, build better customer relationships, and identify growth opportunities. You can use the data in this report to benchmark your current overall NPS score and assess your progress over time — leading to better decisions for improving customer experience and driving business growth.

The Predictive Nature of NPS

NPS serves as a predictive metric, where higher scores typically indicate stronger customer loyalty and satisfaction, which in turn can lead to enhanced business performance through increased customer retention, positive word-of-mouth, and revenue growth.

The ultimate question: *How likely are you to recommend [Company] to a friend or colleague?*

Not At All Likely — 0 1 2 3 4 5 6 — **Detractors** | 7 8 — **Passives** | 9 10 — **Promoters** | **Extremely Likely**

The methodology behind these scores comes straight from Bain & Company, the creator of NPS. Designed to measure customer advocacy and behavior, NPS Prism uses a double-blind survey method from thousands of customers to ensure unbiased feedback. A loyalty metric, NPS gauges customers' willingness to recommend a company, product, or service on a scale of 0 to 10.

Here's how it works:

- Respondents who answer 9-10 are promoters
- Respondents who answer 7-8 are passives
- Respondents who answer 0-6 are detractors

How is it calculated?

The Net Promoter Score is calculated by subtracting the percentage of detractors from the percentage of promoters. After calculating your score, you can benchmark against your competitors.

Net Promotor Score = % Promoters − % Detractors

The Data Behind the Report

This report summarizes each industry's key customer sentiment metrics, including relationship NPS (rNPS), which captures the overall customer sentiment about a particular brand. NPS Prism gathers data on industry players, including leaders and disruptors, and highlights the wide range of scores across a given industry.
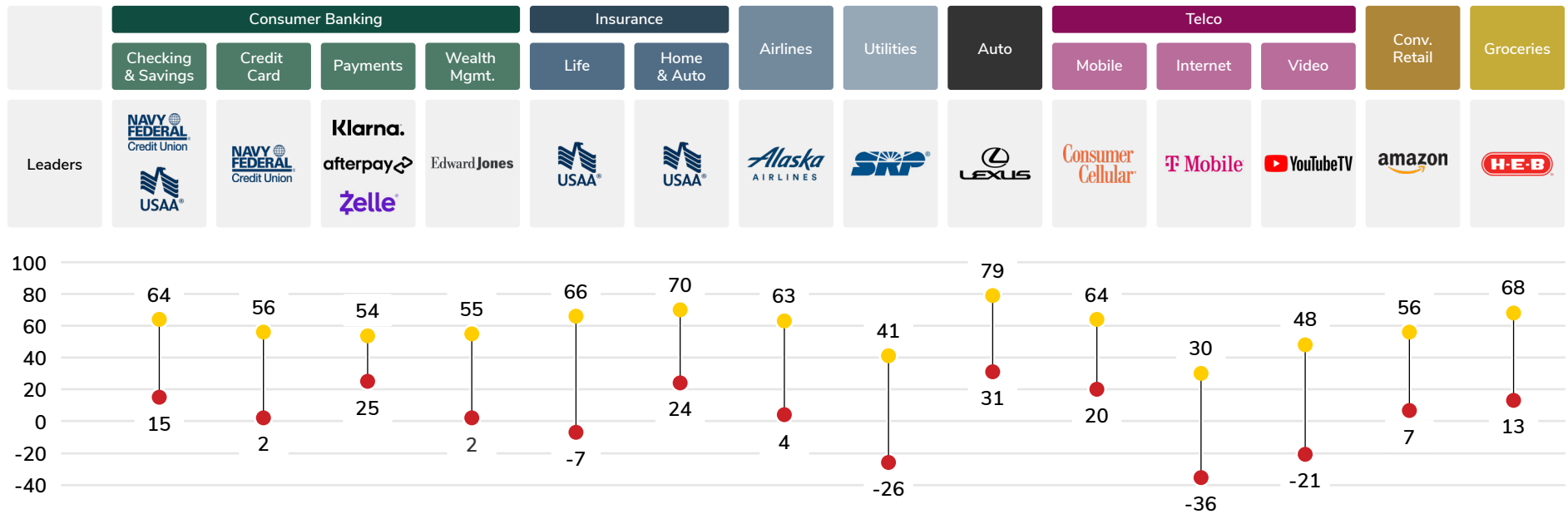
The lines represent NPS scores for 2022, and multiple company logos on the same line indicate a tie. NPS Prism collects new survey data every 90 days, reflecting shifts in customer expectations within the industry.

	Consumer Banking				Insurance		Airlines	Utilities	Auto	Telco			Conv. Retail	Groceries
	Checking & Savings	Credit Card	Payments	Wealth Mgmt.	Life	Home & Auto				Mobile	Internet	Video		
Leaders	NAVY FEDERAL Credit Union / USAA	NAVY FEDERAL Credit Union	Klarna. / afterpay / Zelle	Edward Jones	USAA	USAA	Alaska AIRLINES	SNP	LEXUS	Consumer Cellular	T·Mobile	YouTube TV	amazon	H·E·B

Leader values (yellow): 64, 56, 54, 55, 66, 70, 63, 41, 79, 64, 30, 48, 56, 68

Laggard values (red): 15, 2, 25, 2, -7, 24, 4, -26, 31, 20, -36, -21, 7, 13

Notes: *Q1-Q4 2022 straight average NPS used wherever available, otherwise all available quarters within this period used (e.g., for new instruments); Multiple logos shown when no statistically significant difference exists between leaders' NPS scores at 80% significance; relationship NPS metric shown for all industry-level scores, whereas product-specific scores show product NPS metric (i.e., for Consumer Banking, Telco, and Insurance). Source: NPS Prism (Q1-Q4 2022 or subset of periods available)

Key: ● Leader ● Laggard

Would you like to share the NPS Prism Leaderboard?
Email it to a colleague or share it on **LinkedIn**.

Developing Your CX Strategy

Questions for applying benchmark data to your business.

This report uses NPS data to answer critical questions about industry benchmarking, including:

- *How does my industry's score range compare to others?*

- *What's a good NPS score for my industry?*

- *What's considered good in other industries?*

- *How does NPS measurement guide CX strategy?*

What does 'good' look like?

It's important to note that NPS scores can vary significantly across different industries, and what is considered a good or bad score depends on the benchmark for that specific industry. Therefore, businesses must compare their NPS scores with their industry peers and competitors to better understand their performance and identify areas for improvement.

Creating a compelling customer journey can generate more promoters for your business. Promoters are your champions. Bain & Company research has shown that they're worth more to your business's bottom line because they tend to buy more, stay longer, and refer new customers.

Understanding the journey and what your customers experience at relationship, product, episode, and channel levels allows you to identify opportunities for streamlining operations, reducing costs, and optimizing relative strengths and opportunities. Companies can improve the likelihood of recommendations and boost their NPS scores by focusing on the areas that matter most to customers.

Additionally, it's essential for businesses to constantly innovate and stay up to date with changing customer expectations to maintain their position in the market and keep their NPS scores high or competitive for their particular industry. By monitoring their CX status and comparing their scores to their peer set, businesses can identify trends and adapt their strategies to meet evolving customer needs.

Highlights in Industry Trends

The range of scores gathered in 2022 reflect a few key trends. The depth of NPS Prism data helps us understand what's driving these trends.

TREND #1

Insurance: Service Differentiation is Key in a Commoditized Market

USAA is the top-performing company in the life insurance industry. Why? NPS Prism reveals they prioritize excellent customer support, encourage the use of digital channels, reward loyalty, and are perceived to be highly trustworthy.

Laggards in the industry tend to underperform in emotive episodes in home and auto insurance, and have difficult experiences in purchase episodes, lower human engagement, and lack of digital alerts in life insurance.

TREND #2

Internet: Shifting Service Models Is Paying Off

Internet providers have historically had low NPS scores due to the challenges of switching and limited options for alternatives. T-Mobile is changing this with 5G home internet, which removes the need for wires and provides other new benefits to customers.

T-Mobile is able to outperform in delivering value to customers by leveraging its mobile performance, cost, and customer experience strengths.

TREND #3

Mobile: Effectively Targeting Niche Customer Segments Can Be a Winning Strategy

Despite intense competition and the ease of switching providers, smaller mobile provider, Consumer Cellular, leads by delivering excellent customer service uniquely tailored to a niche audience of retirees.

Their tailored CX, including easy issue resolution and fair treatment, has resulted in solid loyalty and advocacy. They also excel in network performance, cost, and critical customer journeys, such as receiving assistance and managing accounts.

TREND #4

Auto: Experience Still Matters for Product-Led Purchases

Car purchases are emotional and expensive, and auto industry consumers are significantly influenced by the vehicle itself. However, while buying a vehicle is mostly a product-led purchase, CX still plays an integral role. Dealership and driving experience also significantly influence overall customer advocacy.

Luxury OEMs dominate the upper half of the US auto market. Lexus is an industry leader due to their outperformance on dealership experiences and in-vehicle performance. Lower-performing auto brands are often mass market with weaker performance on promoter-generating episodes, such as researching models and using driver assist.

TREND #5

Utilities: Maintaining Great CX Amid Environmental Factors Requires Proactive Planning

Utilities providers, often regulated monopolies, mitigate power and natural gas service outages as much as possible, but weather-related circumstances significantly impact their ability to avoid them entirely. Given this, in order to create a great customer experience, utilities need to focus on delivering great service despite weather-related circumstances.

Part of creating great CX in utilities involves increasing convenience for customers through easier-to-use digital channels. CX measurements, like NPS, are a great way to monitor how customers perceive shifts in service across channels, like moving from human to digital touchpoints. This can help utility companies manage costs while ensuring service quality is not hindered by changes in service channels.

Identify, Measure, and Improve CX With NPS Prism

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Measuring and guessing are not enough to efficiently and effectively improve your CX.

NPS Prism helps you answer the "why" behind episodes within your customer journey to focus on improving the areas that will drive the most satisfaction.

With a breadth and depth of benchmarking data, companies can track satisfaction across products, episodes, and channels to improve their scores over time. NPS Prism enables frequent check-ins on CX improvement initiatives to distill the noise and establish a clear baseline for competition.

Discover your company's overall NPS score, the reasons behind it, and how you can improve the overall customer experience with a live demo of our platform!

REQUEST A DEMO

EMAIL THE NPS PRISM TEAM: PRISM@BAIN.COM