



NET PROMOTER® B2C BENCHMARKS

Want to know which brands in your industry are the leaders and the losers? Want to understand what's driving loyalty for your competitors and your industry overall? Satmetrix Net Promoter benchmarks reports can help. Every year, Satmetrix publishes benchmarks in 7 industries and 22 sub-sectors offering products and services to consumers.

SPECIFIC INDUSTRIES & SUB-SECTORS

FINANCIAL SERVICES

BANKING: USAA, SunTrust Bank, TD Bank, BB&T, PNC Bank, Regions Bank, Bank of America, Chase, U.S. Bank, Citizens Bank, Fifth Third Bank, Wells Fargo, Citigroup, and HSBC Bank

BROKERAGES AND INVESTMENTS: Vanguard, Fidelity, Scottrade, Edward Jones, Charles Schwab, E*Trade, TD Ameritrade, Ameriprise Financial, ING, Merrill Lynch, and Morgan Stanley Wealth Management

CREDIT CARDS: Discover, American Express, Chase, Bank of America, Wells Fargo, U.S. Bank, Capital One, and Citigroup

ONLINE SERVICES

ENTERTAINMENT: Pandora Radio, Netflix Online, iTunes, Spotify, Amazon Prime/Amazon Instant Video, Xbox Music/Xbox Video, Google Play, Hulu, Rhapsody, VUDU, and Blockbuster on Demand

SHOPPING: Amazon.com, Zappos.com, eBay, BestBuy.com, Walmart.com, Barnes & Noble, Overstock.com, Target.com, and Google Shopping

TRAVEL: TripAdvisor, Hotels.com, Expedia, Travelocity, Yahoo! Travel, Priceline.com, and Orbitz

TELECOMMUNICATIONS

CABLE/SATELLITE TV: AT&T, Brighthouse Networks, Cablevision, Charter Communications, Comcast, Cox Communications, DIRECTV, DISH Network, Time Warner, and Verizon

CELLULAR PHONE: AT&T, Cricket, Metro PCS, Sprint, T-Mobile, Tracfone, U.S. Cellular, and Verizon

INTERNET: Virgin Mobile, AOL, AT&T, Brighthouse Networks, Cablevision, CenturyLink, Charter Communications, Comcast, Cox Communications, Earthlink, Mediacom, Time Warner, Verizon, and Windstream

RETAIL STORES

DEPARTMENT/SPECIALTY STORES: Costco, Nordstrom, Belk, Dillards, Sam's Club, Kohl's, and BJ's Wholesale Club, Target, Macy's, Sears, JCPenney, Best Buy, K-Mart, and Wal-Mart

GROCERY/SUPERMARKETS: Wegmans, HEB, Publix, Trader Joe's, Kroger, Meijer, Shop Rite, Whole Foods, Wal-Mart, Giant Eagle, Shop & Stop, Safeway, Food Lion, and Albertsons

DRUG STORES/PHARMACIES: Walgreens, Walmart Pharmacy, CVS, and Rite Aid

INSURANCE

HEALTH: Kaiser, Humana, Medicare, Blue Cross Blue Shield of Illinois, Blue Cross Blue Shield of Florida, AETNA, UnitedHealthcare, CIGNA, and Anthem

AUTO: USAA, State Farm, AAA, GEICO, Hartford, Nationwide, Allstate, Liberty Mutual, American Family, Progressive, Farmers, 21st Century, and Travelers

HOME & CONTENTS: USAA, State Farm, Hartford, Allstate, American Family, AAA, Nationwide, Farmers, Liberty Mutual, and Travelers

LIFE: State Farm, New York Life, Allstate, Metlife, Prudential, and Liberty Mutual

TRAVEL & HOSPITALITY

AIRLINES: AirTran, Alaska, American, Continental, Delta, Jet Blue, Southwest, United, US Airways, and Virgin America

HOTELS: Best Western, Comfort Inn, Days Inn, Hampton Inn, Hilton, Holiday Inn, Hyatt, Marriott, Motel 6, Quality, Sheraton, Super 8, and Westin

TECHNOLOGY & ELECTRONICS

TABLET COMPUTERS: Apple iPad, Asus (Transformer, Google Nexus 7), Acer Iconia, Kindle Fire/Kindle Fire HD, Microsoft Surface, and Samsung (Galaxy Tab, Google Nexus 10)

SMART PHONES: Apple iPhone, Blackberry, HTC, LG, Motorola, Nokia, and Samsung

SOFTWARE AND APPLICATIONS: Adobe Creative Suite, Apple iWork, Evernote, Google Docs/Google Drive, McAfee, Microsoft Office, Mint.com, Norton AntiVirus, and TurboTax

LAPTOP COMPUTERS: Acer, Apple, Dell, eMachines, Gateway, HP, Lenovo, Samsung, Sony, and Toshiba

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WHERE YOU STACK UP TODAY!**

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INFO@SATMETRIX.COM



888.800.2313
+ 44 (0) 845.371.1040



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THE LEADER IN BENCHMARKING AND DATA PRODUCTS.

Satmetrix has produced more than 175 benchmarking reports over 7 years. No one else offers the depth and breadth of Net Promoter benchmark data we do. Objective data matters, and gives you the standard to measure your performance. Benefit from determining which companies and industries have developed Net Promoter success over time and use that information to refine and upgrade your program.