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The importance of benchmarking your Net Promoter Score. Benchmarking your Net Promoter Score against industry averages helps you assess your performance and set expectations for the future. In October 2016, Temkin Group analyzed NPS data from 10,000 U.S. consumers belonging to 315 companies across 20 industries.

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One of the most popular and well-loved survey metrics used to-

day is Net Promoter Score, better known as NPS. In an NPS survey, customers are asked (on a scale of 1-10) how likely they would be to recommend your products or services to friends, family, or colleagues.

Net Promoter Score is a commonly used survey across multiple industries and products. NPS helps you measure customer satisfaction and predict business growth. NPS is extremely easy to gather and calculate. ... according to Temkin Group.

Temkin Group Measured Net Promoter

Source: Temkin Group Q3 2014 Consumer Benchmark Survey Airlines AirTran Airways, Alaska Airlines, American Airlines, Delta Airlines, JetBlue Airlines, Southwest Airlines, Spirit

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Net Promoter Score Benchmark Study (Temkin Group Research)

Reported NPS vary widely by source, but for the purposes of this analysis, let's use the Net Promoter Scores published by the Temkin Group--they're more complimentary to the banks than other sources.

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How is Net Promoter Score measured? The definition of NPS is simple. ... Source: Temkin Group UK, Consumer Benchmark Survey 2017. Benefits of the Net Promoter Score. As is so often the case in digital transformation, one of the biggest benefits of using the NPS score is how simple it is.

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