

Industry: Healthcare
Survey type: Customer satisfaction

Benchmark	Happy Index	NPS (adapted)	Average	NPS®
Top 5%	97	92	4.87	88
Top 10%	96	89	4.82	84
Top 20%	94	84	4.75	77
Top 30%	92	80	4.68	71
Top 40%	90	76	4.61	67
Top 50%	88	70	4.51	60
Top 60%	85	64	4.40	52
Top 70%	82	55	4.27	42
Top 80%	76	41	4.03	26
Top 90%	68	23	3.71	4

Industry: Manufacturing
Survey type: Customer satisfaction

Benchmark	Happy Index	NPS (adapted)	Average	NPS®
Top 5%	96	90	4.84	86
Top 10%	95	87	4.80	81
Top 20%	91	75	4.62	66
Top 30%	87	68	4.48	56
Top 40%	82	55	4.28	41
Top 50%	77	40	4.07	21
Top 60%	70	28	3.79	8
Top 70%	63	15	3.54	-3
Top 80%	58	1	3.30	-19
Top 90%	47	-17	2.90	-37

Industry: Other
Survey type: Customer satisfaction

Benchmark	Happy Index	NPS (adapted)	Average	NPS®
Top 5%	95	89	4.81	84
Top 10%	94	84	4.74	77
Top 20%	91	77	4.64	68
Top 30%	88	72	4.54	60
Top 40%	86	65	4.43	54
Top 50%	83	59	4.34	44
Top 60%	79	50	4.17	36
Top 70%	75	40	4.01	21
Top 80%	67	21	3.67	3
Top 90%	58	-1	3.30	-23

Industry: Retail
Survey type: Customer satisfaction

Benchmark	Happy Index	NPS (adapted)	Average	NPS®
Top 5%	96	90	4.84	86
Top 10%	95	88	4.80	83
Top 20%	93	82	4.72	76
Top 30%	91	77	4.62	68
Top 40%	88	70	4.52	60
Top 50%	85	65	4.42	52
Top 60%	82	57	4.29	43
Top 70%	79	50	4.17	34
Top 80%	74	38	3.96	22
Top 90%	66	20	3.64	2

Industry: Services
Survey type: Customer satisfaction

Benchmark	Happy Index	NPS (adapted)	Average	NPS®
Top 5%	96	90	4.84	86
Top 10%	95	87	4.79	81
Top 20%	92	81	4.68	73
Top 30%	90	74	4.59	65
Top 40%	87	68	4.48	57
Top 50%	84	62	4.37	48
Top 60%	81	54	4.24	39
Top 70%	77	45	4.09	29
Top 80%	72	33	3.88	14
Top 90%	63	13	3.53	-7

Industry: Technology
Survey type: Customer satisfaction

Benchmark	Happy Index	NPS (adapted)	Average	NPS®
Top 5%	96	90	4.83	86
Top 10%	94	86	4.77	80
Top 20%	91	78	4.64	69
Top 30%	86	67	4.45	54
Top 40%	83	59	4.33	46
Top 50%	81	53	4.23	36
Top 60%	77	43	4.06	24
Top 70%	73	31	3.91	13
Top 80%	66	18	3.66	-9
Top 90%	57	-4	3.29	-30

Industry: Transportation
Survey type: Customer satisfaction

Benchmark	Happy Index	NPS (adapted)	Average	NPS®
Top 5%	95	88	4.81	84
Top 10%	93	82	4.70	76
Top 20%	89	73	4.55	64
Top 30%	86	66	4.45	54
Top 40%	83	59	4.33	46
Top 50%	80	51	4.19	36
Top 60%	76	41	4.02	26
Top 70%	72	33	3.88	16
Top 80%	66	18	3.63	1
Top 90%	56	2	3.25	-16