AUSTRALIA
NPS® INDUSTRY
BENCHMARKS 2018

PERCEPTIVE

01

ABOUT CUSTOMER MONITOR &
THE NET PROMOTER® SCORE

CUSTOMER MONITOR

Developed by Perceptive, Customer Monitor is Australasia's leading enterprise customer experience solution. A hybrid mix of talent and technology, Customer Monitor manages customer retention, customer loyalty, customer sentiment and social promotion.

Working alongside the Customer Monitor platform is an experienced team of strategists. They use the latest market research methodologies to provide insights, which can be leveraged to improve and grow your business.
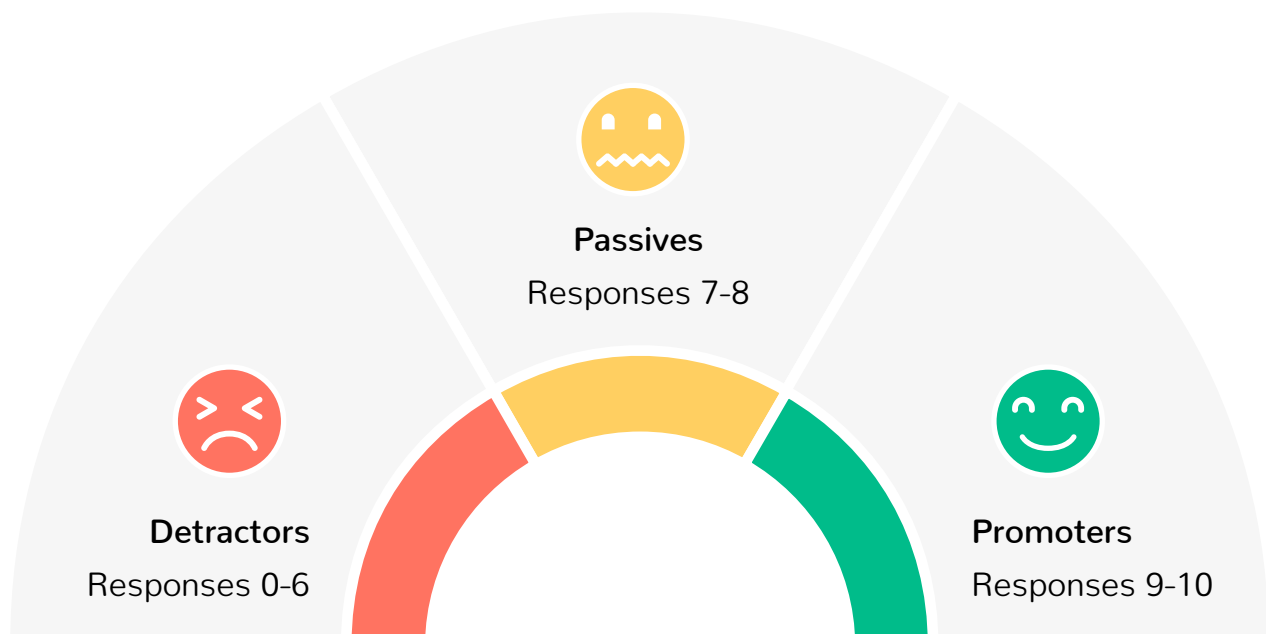
THE NET PROMOTER® SCORE

The Net Promoter® Score (NPS®) is a proven, powerful metric used globally to measure customer engagement and advocacy levels. It establishes the likelihood of a customer to recommend your product or service on a scale of 0-10.

The NPS® survey asks your customers: "How likely are you to recommend this company, product or service to a friend or colleague? "

The response options range from 0 (not at all likely) to 10 (extremely likely). The responses are then grouped into the following three groups:

Passives
Responses 7-8

Detractors
Responses 0-6

Promoters
Responses 9-10

THE NET PROMOTER® SCORE

The calculation

To calculate NPS®, subtract the per centage of customers who are detractors from the per centage who are promoters. This returns a score between -100 and +100, which is your NPS®.

Net Promoter® Score
=
% Promoters
−
% Detractors

Why do we create and share these benchmarks?

One of the first questions we are asked is "What is a good NPS® score?". Therefore, the Perceptive Group's dedicated research team have investigated the New Zealand and Australian markets to find out how businesses within various industries rate.

We have collated a wealth of information, so you can understand what makes a good score for your business, in the context of your industry.

PERCEPTIVE

02

NPS® INDUSTRY BENCHMARKS

NPS® ACROSS SPECIFIC INDUSTRIES

Automotive

Car Dealership	●	9
Car Servicing	●	13

😊 12

Charities

😊 27

Distributors

😣 -39

NPS® ACROSS SPECIFIC INDUSTRIES

Education

6

Tertiary Education	● -2
Tutoring Services	● 19

Energy Companies

-14

Gas Companies	● -7
Power Companies	● -18

Event Management

14

NPS® ACROSS SPECIFIC INDUSTRIES

Financial Services

-2

Banking	●	-3
Car Finance	●	-2
Insurance	●	-3
Mortgage Lending	●	8
Other Financial Services	●	9
Personal Loan	●	-17

Freight and Logistics

-4

Freight / Logistics / Courier Companies	●	-4
Shipping Containers	●	-2

Hire Companies

-17

NPS® ACROSS SPECIFIC INDUSTRIES

IT Services

● **-7**

Internet Companies	●	-7
Online Business Software (SaaS)	●	-6
Telecommunication Companies	●	-7

Professional Services

● **8**

Accountant	●	6
Dentist	●	7
Doctor	●	11
Lawyer	●	-22
Optometrist	●	13
Physiotherapist	●	7

Real Estate

● **4**

Property Managers	●	-6
Real Estate Agents	●	12

NPS® ACROSS SPECIFIC INDUSTRIES

Retail

15

Bicycle Sales	● 39
Bicycle Servicing	● 36
FMCG	● 8
Online Healthcare Stores	● -9
Rehabilitation / Home Healthcare Equipment	● 7
Retail Instore	● 14
Retail Online	● 24
Sporting Goods/Sportswear: Instore	● 19
Sporting Goods/Sportswear: Online	● 27
Tools and Equipment	● 5
TV Commercial Shopping	● 4
Whiteware and Appliances	● 20

Security

15

NPS® ACROSS SPECIFIC INDUSTRIES

Services (Trades)

☺ 9

Builders	● -3
Electricians	● -2
Hairstylists	● 12
Landscapers	● 2
Mechanics	● 19
Painters	● -5
Plumbers	● 9
Printing	● 2

Travel & Leisure

☺ 12

Holiday Home Rentals	● 22
Hotels	● 12
Travel Agents	● 7

LET US SHOW YOU HOW TO INCREASE YOUR NPS®

We invite you to chat with one of our customer experience experts. In this initial discussion, we can help you to understand where you are on your customer experience journey, and guide you on the next steps towards becoming world class. We think your customers deserve it.

In just 30 minutes we'll show you:

» Best practice tips on using NPS®

» How to use text analytics, themes and trends in data

» How to improve and leverage your NPS®

» Customer Monitor, our fully managed customer experience software that delivers real-time results

Are you ready to upgrade your customer experience?

CLICK HERE TO TAKE YOUR NEXT STEP

About Perceptive

We are the leading technology-based insights agency. Perceptive is also part of the Clemenger Group, Australasia's largest and most successful group of marketing and communications companies.