

Microsoft and Salesforce Headline CustomerGauge's 2018 NPS® & CX Benchmarks Report

468 companies. 15 different industries. The CustomerGauge 2018 NPS & CX Benchmarks Report delivers cutting-edge CX insights and annual industry NPS benchmarks.

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Covering 15 different industries—from IT & Software to Telecommunications—the 80+ page report offers benchmarks for key performance metrics including Net Promoter Score®, retention rates, and revenue growth. This year's report also spotlights the customer experience programs and Net Promoter® teams at Microsoft, Salesforce, Vodafone and more.

“NPS insights help us understand the best times when we should proactively reach out to customers, and this initiative has helped us get happier customers, increase retention, and achieve a better NPS score.”

— Microsoft Office 365 NPS team

As part of the 2018 NPS & CX Benchmarks survey, CustomerGauge asked 468 different companies to provide in-depth coverage of how they run their Net Promoter and customer experience programs, and how their actions impacted long-term growth in terms of retention, referrals, up-sales and cross-sales. The results were startling: while many companies were experiencing some type of growth within their Net Promoter programs (+12 pt. increase in Net Promoter Score over 3 years), many still had room for significant improvement.

CustomerGauge found that a shocking number of companies still struggle to understand their retention (44% of respondents, 1 in 3 companies, don't know their retention rate). Moreover, of those companies that did know, the average retention rate sat at 77%, meaning many were missing opportunities for further retention revenue growth.

Other highlights from the 2018 NPS & CX Benchmarks Report include:

- Average Net Promoter Scores, retention rates, and CX trends for 15 different industries: IT & Software, IT Services, Telecommunications, Transportation & Automotive, Banking, Financial Services, Insurance, Retail, Consumer Services, Healthcare, Hospitality, Travel and Restaurants, Media, Professional Services, Manufacturing, and Construction & Engineering
- A behind-the-scenes look at how the CX people at Microsoft, Salesforce, Vodafone, Micro Focus, Affirm, and Colliers International use Net Promoter to transform their customer experience
- Monetization strategies companies use to gain 2x more revenue growth in their NPS and CX programs
- And so much more

To access the full, completely free report, download it [here](#).

ABOUT CUSTOMERGAUGE

CustomerGauge is a software-as-a-service platform that helps clients improve retention, using Customer Success and Net Promoter® methodologies. The system automatically measures, analyses feedback and has close-loop tools to grow sales by retaining customers better. Results are published and analyzed in real-time, using a highly customizable and flexible reporting tool, which is scalable from small/medium companies up to global enterprises.

Founders Adam Dorrell (CEO) and Camilla Scholten (COO) launched the company in 2008. Headquartered in Amsterdam (base for all development and marketing), it has offices in Boston and a growing Asia/Pac business. Clients include Electrolux, Philips, WoltersKluwer, AEGON, Ziggo, Tommy Hilfiger, Melitta, H&R Block and Alphabet/BMW. CustomerGauge was recently recognized for its growth in the Deloitte Fast50 companies listing for 2015.

*Net Promoter, NPS, and Net Promoter Score are trademarks of Satmetrix Systems, Inc., Bain & Company, and Fred Reichheld.

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