

CustomerGauge Enhances The World's Largest Open Source Customer Experience and NPS® Benchmarks Repository

CustomerGauge—the leading SaaS vendor of B2B CX software and the #1 provider of open-source customer experience benchmarks in the world—announces the move of NPSBenchmarks.com, the premier Net Promoter Score® library.

Boston, MA— NPSBenchmarks.com, the largest free online library of Net Promoter Score benchmarks for B2B and B2C industries, is moving to a new location and expanding its catalogue of benchmarks beyond NPS®, announces CustomerGauge.

The new location will be housed on CustomerGauge's own site, www.customergauge.com/benchmarks, and renamed to commemorate the shift in additional B2B benchmarking information to come: Experience Benchmarks.

Started in 2009, NPS Benchmarks has become an open source repository for published Net Promoter Scores. In that time, it has expanded to enable community members to publish their own scores and comment in forums, as well as provide guidance on how to present company Net Promoter Scores in the most transparent way. In 2016, CustomerGauge increased the site further to include blogs and discussion forums for community members eager to offer their own expertise.

CustomerGauge also provides far reaching industry research in collaboration with MIT CISR to [help further the Net Promoter movement](#). Since then, countless brands—from HPE Software to Apple—have embraced and engaged with the benchmarking community.

Today, CustomerGauge announced that they are no longer owners of the www.npsbenchmarks.com URL and will not support the site, but will instead be shifting the entirety of its content and Net Promoter Score database to the new www.customergauge.com/benchmarks URL, for **Experience Benchmarks**.

“We know the NPS community will miss the old URL, but we assure them and all our followers who love NPS Benchmark’s free content, that it will all be available at its new home on Experience Benchmarks—along with new additional free benchmarking information to come,” says Ian Luck, Director of Marketing at CustomerGauge.

As part of the move, in addition to the Net Promoter Score database, CustomerGauge will extend the benchmark library to other B2B customer experience KPIs.

“It’s important to us that customer-centric companies—big and small—looking to better themselves, aren’t subjected to the pay gates around most benchmarking information,” explains Luck. “One of the core values of CustomerGauge and the NPS Benchmarks community is a commitment to open-source and transparent information. We’re excited about what’s to come for our benchmarking community and the customer experience industry as a whole.”

— Ian Luck, Director of Marketing at CustomerGauge

For more information on the URL move to www.customergauge.com/benchmarks, contact marketing@customergauge.com.

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.

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



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