

20 Years of NPS® Reveal: Every B2B Customer is on One of Six Flight Paths, Most Companies Can't See Which.

CustomerGauge, the leading B2B Account Experience® platform, today released research from 20 years of longitudinal NPS® data showing that every B2B customer relationship follows one of six recognizable trajectories, and that customers rescued from decline routinely end up more loyal than customers who never had a problem at all.

Alongside the findings, the company launched Customer Flight Paths, a new capability that maps every account and contact to its trajectory and shows exactly what to do about it. Most NPS programs report one number a quarter. A single shot. It tells you who is happy right now. It cannot tell you who is quietly slipping, who is climbing, or who recovered from a problem and now advocates for you. Customer Flight Paths ends the single shot era.

The Myth of the Silent B2B Customer: The launch is grounded in a finding that upends a common assumption about B2B feedback. Roughly 40 percent of respondents across CustomerGauge's customer base are repeat responders, the same individuals answering year after year, and they account for 60 to 70 percent of all responses collected. Individual contacts at larger accounts gave 10 to 12 responses over three years. B2B customers want to be heard over time. Until now, no CX platform tracked what their answers add up to.

The Six Flight Paths: Analyzed longitudinally, every repeat responder's history forms one of six recognizable shapes: Level Flight (steady loyalty), Climber (improving), Descending (gradual decline), Free Fall (a sudden promoter to detractor drop), Off Radar (previously engaged contacts gone silent for two years), and the most commercially significant of all, the Pull Up, where a declining account is rescued and recovers to a score higher than where it started.

What Breaks Loyalty, and What Fixes It: The research reveals a consistent pattern across the flight paths. The decline side is almost always operational: delays, friction, process failures. The recovery side is almost always human. When rescued customers explain why they came back, they name a person.

"Promoters, detractors, and passives tell you who is happy right now.

CustomerGauge Flight Paths tell you where the relationship is headed...a first in the CX industry."

Adam Dorrell, CEO and co-founder of CustomerGauge. "

And the Pull Up is the one that builds businesses. Behavioral science's peak-end rule shows customers judge a relationship by its most intense moment and how it ends. A customer you rescued remembers you more vividly than one who never had a problem."

Rescue Rate: Because CustomerGauge ties every account to revenue, Flight Paths introduces a metric CX teams have never been able to report: rescue rate, the revenue saved by pulling declining accounts back to promoter status. Bring it to your board and the value of the program is instantly clear.

No other CX platform can put a dollar figure on a rescued relationship. Account managers see it where they work. Every account and contact page now shows the flight path, so no one walks into a QBR blindsided, and successful rescues become playbooks that scale across the entire customer base.

Availability: Customer Flight Paths is live today for all CustomerGauge customers on every account and contact page at no additional cost. Deeper analysis, including root cause breakdowns, segmentation, and a dedicated flight path analysis skill, is available through Gaige, CustomerGauge's AI analyst. Flight path alerts are coming to workflow rules.

To get a live demo of Flight Paths, visit this link:

About CustomerGauge

CustomerGauge is the **only platform purpose-built for account-based NPS in B2B**. We connect account sentiment, revenue, and lifecycle data so companies see true account health—not fragmented responses. Using AI to maintain continuous conversations with accounts, CustomerGauge surfaces risk before renewals, identifies expansion opportunities, and automates next-best actions. Companies using CustomerGauge prioritize by revenue impact, close the loop faster, and turn experience data into protected and grown revenue.

Contact details

Ian Luck
Chief Marketing Officer, CustomerGauge
ian.luck@customergauge.com

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