

THE 50 COMPANIES WITH THE BEST CUSTOMER SERVICE

METHODOLOGY

Qualtrics XM uses a proprietary methodology to measure customer service performance. The methodology is based on a combination of quantitative and qualitative data. Quantitative data is collected through surveys, while qualitative data is collected through social media monitoring and customer feedback. The methodology is designed to provide a comprehensive view of customer service performance across a wide range of categories and industries.

American Customer Satisfaction Index 2023-2024

The American Customer Satisfaction Index (ACSI) is a widely recognized benchmark for customer service performance. It measures customer satisfaction on a scale of 0 to 100, with higher scores indicating higher satisfaction. The ACSI is based on a survey of over 100 million customers across a wide range of industries.

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Global Best Customer Service 2024

The Global Best Customer Service award is an annual recognition of the best customer service performance in the world. It is based on a survey of over 100 million customers across a wide range of industries. The award is presented to the company that is judged to have the best customer service performance in the world.

CATEGORIES

- Airlines
- Auto Parts
- Banks
- Cable & Internet Providers
- Car Rental
- Department Stores
- E-Commerce
- Fashion, Apparel, Shoes
- Grocery
- Home Improvement
- Hotels
- Insurance
- Making & Skin Care
- Quick, Fast, Casual
- Sit Down Dining
- Specialty
- Supercenters
- Travel Booking Sites

Rank	Company	Category	Customer Satisfaction Index (2023-2024)	Global Best Customer Service (2024)	Customer Satisfaction Index (2023-2024)	Global Best Customer Service (2024)
1	Chick-fil-ee	Quick, Fast, Casual	92.76	85	99.7	277.43
2	Publix	Supercenters	92.91	85	98	275.91
3	USAA	Insurance	90.13	85	99	274.13
4	TRADER JOE'S	Supercenters	91.15	84	98.7	273.82
5	Wegmans	Supercenters	91.95	82	92.3	266.28
6	THE UPS STORE	Service Centers	86.72	78	100	264.72
7	amazon	E-Commerce	86.2	83	90	259.2
8	ACE Hardware	Home Improvement	86.64	82	89.3	257.97
9	Home Depot	Home Improvement	88.53	82	85	255.53
10	PET SUPPLIES PLUS	Supercenters	87.3	82	85.7	254.97
11	COSTCO	Supercenters	88.86	85	77.7	251.53
12	State Farm	Insurance	86.35	80.6	84	250.85
13	Alaska	Travel Booking Sites	83.3	81	86	250.3
14	NORDSTROM	Department Stores	86.85	80	83	249.85
15	Apple	E-Commerce	92.91	82	74.3	249.24
16	DELTA	Airlines	84.92	76	87.3	248.25
17	Chewy	E-Commerce	91.76	84	71	246.76
18	LONGHORNS	Quick, Fast, Casual	89.11	82	67	238.11
19	Wendy's	Quick, Fast, Casual	90.12	79	65.7	234.79
20	McDonald's	Quick, Fast, Casual	84.63	79	70.3	233.96
21	Southwest	Airlines	86.56	78	63	227.56
22	CVS	Pharmacies	84.88	82	60.7	227.55
23	SEPHORA	Retail	86.02	80	58	224.02
24	REGIONS	Banks	90.65	79	52.3	221.98
25	sam's club	Supercenters	85.94	83	52	220.94
26	ULTA	Retail	88.14	80	49.3	217.47
27	MARRIOTT	Hotels	90.52	80	45.7	216.19
28	Fidelity	Investment Services	89.33	79.5	46.3	215.16
29	Walmart	Supercenters	89.04	82	42.7	213.71
30	Kroger	Supercenters	84.96	78	48	210.96
31	KOHL'S	Department Stores	82.27	79	47.7	208.94
32	TJ-maxx	Department Stores	78.97	79	50.3	208.3
33	jetBlue	Airlines	86.02	76	45.3	207.35
34	Bath & Body Works	Retail	90.78	80	36.3	207.11
35	[Hilton]	Hotels	87.61	79	37.7	204.28
36	Marshalls	Department Stores	78.48	79	45	202.48
37	HYATT	Hotels	89.66	80	29.7	199.33
38	Amazon	E-Commerce	85.44	79	34.7	199.11
39	TARGET	Supercenters	84.34	81	32.3	197.67
40	53	Service Centers	89.14	77	26	192.14
41	CHASE	Banks	88.47	81	22.7	192.14
42	SAMSUNG	E-Commerce	91.42	83	12.3	186.75
43	Bank of America	Banks	86.03	81	17.3	184.36
44	TID Bank	Banks	92.61	79	12.7	184.28
45	BJ's	Supercenters	85.71	82	8.3	176.04
46	Alamo	Car Rental	85	83	5.3	173.33
47	Booking.com	Travel Booking Sites	85.16	78	10	173.16
48	HOME DEPOT	Home Improvement	83.82	73	15.3	172.15
49	petco	E-Commerce	84.76	79	4.3	168.09
50	Verizon FIOS	Cable & Internet Providers	78.08	74.5	9.7	162.25

College Rankings Best Customer Service

Minjie Lin



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