

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 (ACSI) 2023

The ACSI is a widely recognized benchmark for customer satisfaction. It is based on a survey of 100,000 consumers across 100 different categories. The ACSI score is calculated based on the percentage of consumers who are satisfied with the company's customer service, and the percentage of consumers who are likely to recommend the company to others.

American Customer Satisfaction Index (ACSI) 2022

The ACSI 2022 scores provide a baseline for comparison with the 2023 scores. The scores are generally lower than the 2023 scores, reflecting the challenges faced by companies during the pandemic.

Customer Satisfaction Index (CSI) 2024

The CSI is a newer metric that focuses on the overall customer experience. It is based on a survey of 100,000 consumers across 100 different categories. The CSI score is calculated based on the percentage of consumers who are satisfied with the company's customer service, and the percentage of consumers who are likely to recommend the company to others.

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	ACSI Score	ACSI Score	CSI Score	Customer Satisfaction
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	VON THORNS	Supercenters	89.11	82	67	238.11
19	Walmart	Supercenters	90.12	79	65.7	234.79
20	Walmart	Supercenters	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	Banking	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	Walmart	Supercenters	84.96	78	48	210.96
31	KOHL'S	Retail	82.27	79	47.7	208.94
32	TJ-maxx	Retail	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	Retail	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	WELLS FARGO BANK	Banking	89.14	77	26	192.14
41	CHASE	Banking	88.47	81	22.7	192.14
42	SAMSUNG	E-Commerce	91.42	83	12.3	186.75
43	Bank of America	Banking	86.03	81	17.3	184.36
44	TID Bank	Banking	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

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