THE ULTIMATE QUESTION

2020 Net Promoter Score =
+86

2020 Survey Response Rate =
77%

How our NPS is calculated?

- State National segmented survey data to verify against anomalies based on total response rate, geographic location, individual account representatives, and account size, and maintained world-class rankings in every one of these segments.

- Net Promoter Scores range from -100 to 100. Any score that is positive (i.e., higher than zero) is considered good, an NPS of +50 is "excellent" and 70+ is "world-class."

What Is Net Promoter Score (NPS)?

An industry-recognized way to measure customer loyalty by determining a client's willingness to recommend, NPS is based on responses to a single question:

How likely are you to recommend our company to a friend or colleague?
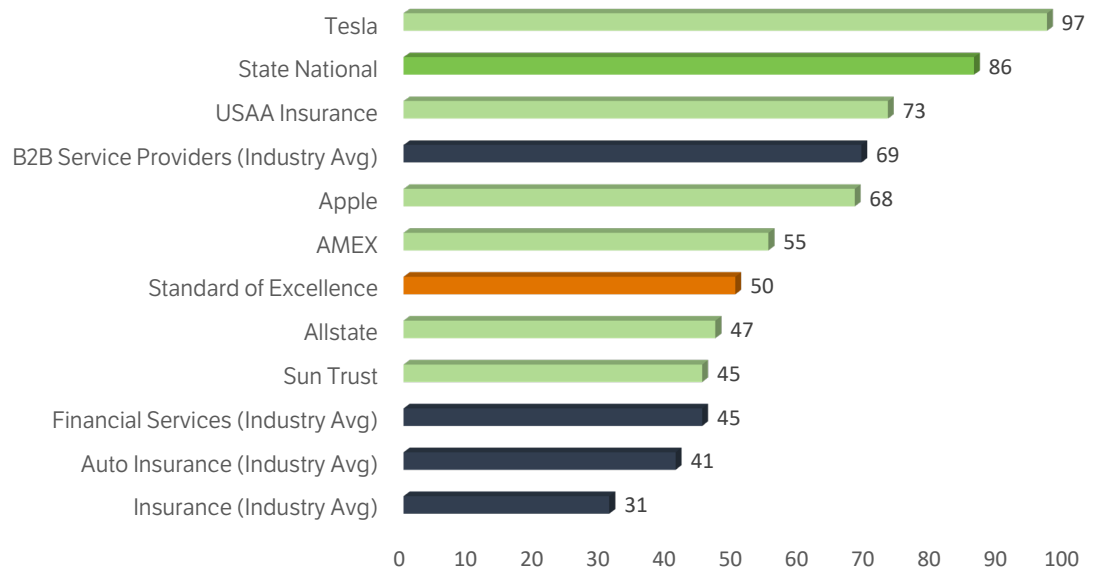
Not Likely to Recommend   Very Likely to Recommend

Why NPS?

- Allows companies to easily benchmark customer satisfaction
- Strong correlation with revenue growth
- NPS is used by more than 2/3 of Fortune 1000 companies

How does State National stack up?

NPS Benchmarks

Company	Score
Tesla	97
State National	86
USAA Insurance	73
B2B Service Providers (Industry Avg)	69
Apple	68
AMEX	55
Standard of Excellence	50
Allstate	47
Sun Trust	45
Financial Services (Industry Avg)	45
Auto Insurance (Industry Avg)	41
Insurance (Industry Avg)	31

0 10 20 30 40 50 60 70 80 90 100

1. Reichheld, Fred. The Ultimate Question: Driving Good Products and True Growth. Harvard Business School Press, 2006.
2. https://www.satmetrix.com/infographic/2020-us-consumer-benchmarks/