

## 2011 Temkin Web Experience Ratings Overview Of Result

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## Top Half Of Organizations In The 2011 Temkin Web Experience Ratings

Rank	Company	Industry	Rank	Company	Industry
1	Amazon.com	Retail	28	Hampton Inn	Hotel
2	Regions	Bank	28	JCPenney	Retail
3	USAA	Insurance	28	TD Ameritrade	Investment Firm
4	Discover	Credit Card	33	Barnes & Noble	Retail
4	USAA	Bank	33	Marriott	Hotel
6	Vanguard	Investment Firm	33	Rite Aid	Retail
7	eBay	Retail	33	Walgreens	Retail
7	Southwest Airlines	Airline	37	Apple	Personal Computer Manufacturers
9	A Credit Union	Bank	37	Hyatt	Hotel
10	Fidelity Investments	Investment Firm	37	Macy's	Retail
10	Kohl's	Retail	40	A Credit Union	Investment Firm
10	TD Bank	Bank	40	Capital One	Credit Card
13	ING Direct	Bank	40	Comfort Inn	Hotel
13	JetBlue Airlines	Airline	40	Staples	Retail
15	Chase	Credit Card	40	Target	Retail
15	ING Direct	Investment Firm	40	Wal-Mart	Retail
17	Charles Schwab	Investment Firm	46	Fifth Third	Bank
17	Wells Fargo	Credit Card	46	GEICO	Insurance
19	Chase	Bank	48	Best Buy	Retail
19	Continental Airlines	Airline	48	Citibank	Bank
19	Courtyard By Marriott	Hotel	48	Kaiser Permanente	Health Plan
19	SunTrust Bank	Bank	48	Old Navy	Retail
19	Wells Fargo/Wachovia Bank	Bank	48	Sam's Club	Retail
24	American Express	Credit Card	48	Toys 'R' Us	Retail
24	Bank of America	Bank	54	Best Western	Hotel
24	PNC	Bank	54	Hilton	Hotel
24	US Bancorp	Bank	54	Holiday Inn Express	Hotel
28	Capital One	Bank	54	Lowe's	Retail
28	Costco	Retail	54	MetLife	Insurance
			54	TracFone	Wireless

Base: 6,000 US Consumers  
 Source: Temkin Group Q1 2011 Consumer Experience Survey  
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### Bottom Half Of Organizations In The 2011 Temkin Web Experience Ratings

Rank	Company	Industry	Rank	Company	Industry
60	E*TRADE	Investment Firm	88	American Airlines	Airline
60	Sony	Personal Computer Manufacturer	88	eMachines	Personal Computer Manufacturer
60	Sprint	Wireless	88	State Farm	Insurance
63	Citizens	Bank	88	Verizon Wireless	Wireless
63	Dell	Personal Computer Manufacturer	92	Delta/Northwest Airlines	Airline
65	Bank of America	Credit Card	92	Dish Network/Echostar	TV Service
65	Borders	Retail	92	Home Depot	Retail
65	Holiday Inn	Hotel	92	Verizon	Internet Service
65	HSBC	Bank	96	AAA	Insurance
65	Progressive	Insurance	96	Allstate	Insurance
70	Liberty Mutual	Insurance	96	AT&T	TV Service
70	Merrill Lynch	Investment	96	Medicaid	Health Plan
70	Office Depot	Retail	96	Nationwide	Insurance
70	Sears	Retail	101	21 <sup>st</sup> Century	Insurance
74	AT&T	Wireless	101	Cox	Internet Service
74	Citigroup	Credit Card	103	AT&T	Internet Service
74	CVS	Retail	103	Road Runner	Internet Service
74	Hewlett-Packard	Personal Computer Manufacturer	103	Toshiba	Personal Computer Manufacturer
74	HSBC	Credit Card	106	United Healthcare	Health Plan
74	T-Mobile	Wireless	107	Cox	TV Service
74	United Airlines	Airline	108	Aetna	Health Plan
81	Compaq	Personal Computer Manufacturer	108	Blue Shield of California	Health Plan
81	Gateway	Personal Computer Manufacturer	108	Cablevision	Internet Service
81	Medicare	Health Plan	108	Farmers'	Insurance
81	Wells Fargo Advisors	Investment Firm	112	AOL	Internet Service
85	Acer	Personal Computer Manufacturer	113	Anthem (BCBS)	Health Plan
85	DirecTV	TV Service	113	Time Warner	TV Service
85	Kmart	Retail	115	Comcast	Internet Service
			116	Charter Communications	Internet Service
			117	CIGNA	Health Plan
			118	Comcast	TV Service
			119	Charter	TV Service

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### About Temkin Ratings

Temkin Ratings ([www.temkinratings.com](http://www.temkinratings.com)) is an offering of Temkin Group. The site provides access to data on how consumers rate their experiences with more than 100 companies and the associated loyalty of those consumers. The data can help organizations benchmark themselves within their industry and compare themselves to companies across other industries. The breakdown of data in consumer segments (age, income, education, gender, and ethnicity) provides companies with a deeper understanding of the link between customer experience and loyalty for their customers.

### About Temkin Group



Temkin Group is a customer experience research and consulting firm. We have one simple goal for our clients: increase customer loyalty by becoming more customer-centric. Any company can improve portions of its customer experience, but it takes more than a few superficial changes to create lasting differentiation. The Temkin Group combines customer experience thought leadership with a deep understanding of the dynamics of large organizations to help senior executives accelerate their customer experience results.

The company was founded based on four core beliefs:

#### Customer experience drives loyalty.

Our research and work with clients has shown that interactions with customers influences how much business they'll do with you in the future and how often they recommend you to friends and colleagues.

#### It's a journey, not a project.

Building the capabilities to consistently delight customers doesn't happen overnight. Companies need to plan for a multi-year corporate change program.

#### Improvement requires systemic change.

Companies can improve isolated customer interactions, but they can't gain competitive advantage until customer experience is embedded in their operating fabric.

#### We can help you make a difference.

Transformation isn't easy, but leading your company to be more customer-centric is worth the effort. We help our clients accelerate their results and avoid many of the bumps along the way.



Temkin Group combines customer experience thought leadership with a deep understanding of the dynamics of large organizations to accelerate results.

We help firms build four competencies required for long-term success:

- 1. Purposeful Leadership.** Does your executive team operate consistently from a clear, well-articulated set of values?
- 2. Engaged Employees.** Are employees fully committed to the goals of your organization?
- 3. Compelling Brand Values.** Are your brand attributes driving decisions about how you treat customers?
- 4. Customer-connectedness.** Is customer feedback and insight deeply integrated throughout all of your internal processes?

For more information about Temkin Group visit [www.temkingroup.com](http://www.temkingroup.com) or email [info@temkingroup.com](mailto:info@temkingroup.com)