

# 2014 Temkin Experience Ratings

## Product Guide For Downloadable Datasets

### Information About Data Licensing

All datasets are excel spreadsheets that are delivered with a license for a specific number of users. If you have any questions, contact Temkin Group at ratings@temkingroup.com.

The datasets **cannot** be resold or redistributed in any form or referenced outside of the purchaser's organization without the prior written consent of Temkin Group.

### Warrantee Of Data

Temkin Group makes no representation or warranty of any kind, nature or description, express or implied, with respect to the content, including, without limitation, any warranty of any kind or nature with respect to the accuracy of the content or any implied warranty of fitness for a particular purpose or any implied warranties arising from a course of dealing or a course of performance, and we hereby expressly disclaim the same.

### Industries Covered In Ratings

The datasets contain data from the 2014 Temkin Experience Ratings of 268 companies with at least 100 respondents from across 19 industries (see full list in this document):

- Airlines
- Appliance makers
- Auto dealers
- Banks
- Car rental agencies
- Computer makers
- Credit card issuers
- Fast food chains
- Grocery chains
- Health plans
- Hotel chains
- Insurance carriers
- Internet service providers
- Investment firms
- Parcel delivery services
- Retailers
- Software firms
- TV service providers
- Wireless carriers

### Description of Data Included in Datasets

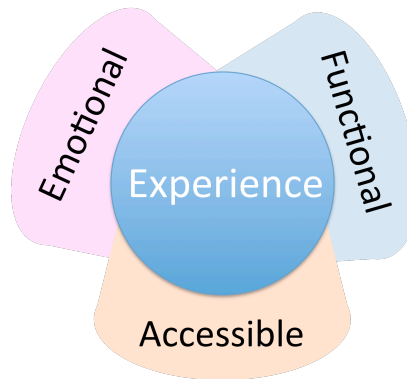
Datasets are delivered in an Excel (.xls) file and contain details of consumer responses to the three questions which make-up the Temkin Experience Ratings. Data is included for the 268 companies included in the ratings. This dataset also includes:

- Differences in responses across age groups for all 19 industries (data is not broken out by specific firm)

Data was collected via an online survey of 10,000 US consumers during January 2014. Temkin Group purchased access to a 3<sup>rd</sup> party panel of consumers. The distribution of survey respondents was managed to represent the US population by establishing quotas that approximate US Census percentages for age, income, gender, ethnicity, and location.

**Calculating the Temkin Experience Ratings**

Temkin Group asks consumers to identify companies that they have interacted with during the previous 60 days. For a random subset of those companies, consumers are asked to rate three dimensions of their recent experiences: *functional*, *accessible*, and *emotional*.



Temkin Group uses these questions to rate those three dimensions:

<b>Functional Component</b>	<b>Accessible Component</b>	<b>Emotional Component</b>
<i>Thinking of your most recent interactions with each of these companies, to what degree were you able to accomplish what you wanted to do?</i>	<i>Thinking of your most recent interactions with each of these companies, how easy was it to interact with the company?</i>	<i>Thinking of your most recent interactions with each of these companies, how did you feel about those interactions?</i>
Responses from 1= "completely failed" to 7= "completely succeeded"	Responses from 1= "very difficult" to 7= "very easy"	Responses from 1= "upset" to 7= "delighted"

For all companies with 100 or more consumer responses, we calculated “net ratings” for each of the three components listed above. The ratings were calculated by taking the percentage of consumers that selected either “6” or “7” and subtracting the percentage of consumers that selected either “1” “2” or “3.” The overall Temkin Experience Rating is an average of these three components.

## Companies Included in 2014 Temkin Experience Ratings

The following companies had at least 100 respondents in the survey and are included in the Temkin Experience ratings and in the downloadable datasets.

**Airlines:** AirTran Airways, Alaska Airlines, American Airlines, Delta/Northwest Airlines, JetBlue Airlines, Southwest Airlines, United Airlines, US Airways

**Auto dealers:** Audi, BMW, Buick, Cadillac, Chevrolet, Chrysler, Dodge, Ford, GM, Honda, Hyundai, Jeep, Kia, Lexus, Mazda, Mercedes-Benz, Nissan, Subaru, Toyota, Volkswagen

**Banks:** A credit union, Bank of America, Capital One, Chase, Citibank, Citizens, Fifth Third, HSBC, ING Direct, PNC, Regions, SunTrust Bank, TD Bank, U.S. Bank, USAA, Wells Fargo

**Car rental agencies:** Advantage, Alamo, Avis, Budget, Dollar, Enterprise, Hertz, National

**Personal computer makers:** Acer, Apple, Compaq, Dell, eMachines, Gateway, Hewlett-Packard, Lenovo, Sony, Toshiba

**Credit card issuers:** American Express, Bank of America, Barclaycard, Capital One, Chase, Citigroup, Discover, HSBC, U.S. Bank, USAA, Wells Fargo

**Fast food chains:** Arby's, Baskin Robbins, Burger King, Chick-fil-A, Dairy Queen, Domino's, Dunkin' Donuts, Hardees, Jack in the Box, KFC, Little Caesar's, McDonalds, Orange Julius, Pizza Hut, Quiznos, Sonic Drive-In, Starbucks, Subway, Taco Bell, Wendy's

**Grocery chains:** A&P, Albertsons, Aldi, Food Lion, Giant Eagle, H.E.B., Hy-Vee, Kroger, Piggly Wiggly, Publix, Safeway, Save-a-Lot, ShopRite, Stop & Shop, Trader Joe's, Whole Foods, Winn-Dixie

**Health plans:** Aetna, Anthem (BCBS), Blue Shield of CA, CareFirst (BCBS), CIGNA, Coventry Health Care, Empire (BCBS), Health Net, Highmark (BCBS), Humana, Kaiser Permanente, Medicaid, Medicare, TriCare, United Healthcare

**Hotel chains:** Best Western, Comfort Inn, Courtyard By Marriott, Crowne Plaza, Days Inn, Fairfield Inn, Hampton Inn, Hilton, Holiday Inn, Holiday Inn Express, Hyatt, La Quinta Inn, Marriott, Motel 6, Residence Inn, Sheraton, Super 8, Westin

**Insurance carriers:** 21st Century, AAA, Allstate, American Family, Farmers, GEICO, Liberty Mutual, MetLife, Nationwide, Progressive, State Farm, The Hartford, Travelers, USAA

**Internet service providers:** AOL, AT&T, Cablevision, Charter Communications, Comcast, Cox Communications, EarthLink, MSN, Qwest, Time Warner, Verizon

**Investment firms:** A credit union, Ameriprise Financial, Charles Schwab, E\*TRADE, Edward Jones, Fidelity Investments, ING Direct, Merrill Lynch, Morgan Stanley Smith Barney, Scottrade, TD Ameritrade, Vanguard, Wells Fargo Advisors

**Major appliance makers:** Bosch, Electrolux, Fujitsu, GE, Haier, Hitachi, LG, Samsung, Toshiba, Whirlpool

**Parcel delivery services:** DHL, FedEx, UPS, US Postal Service

**Retailers:** 7-Eleven, Ace Hardware, Advance Auto Parts, Amazon.com, Apple Store, AutoZone, Barnes & Noble, Bed Bath & Beyond, Best Buy, BJ's Wholesale Club, Costco, CVS, Dollar General, Dollar Tree, eBay, Family Dollar, Foot Locker, GameStop, Gap, Home Depot, JCPenney, Kmart, Kohl's, Lowe's, Macy's, Marshalls, Nordstrom, O'Reilly Auto Parts, Office Depot, OfficeMax, Old Navy, PetSmart, QVC, RadioShack, Rite Aid, Ross, Sam's Club, Sears, Staples, T.J. Maxx, Target, Toys 'R' Us, True Value, Wal-Mart, Walgreens

**Software vendors:** Activision, Adobe, Apple, Blackboard, Google, Intuit, McAfee, Microsoft, Sony, Symantec

**TV service providers:** AT&T, Bright House Networks, Charter Communications, Comcast, Cox Communication, DirecTV, Dish Network, Optimum (iO)/Cablevision, Time Warner Cable, Verizon

**Wireless carriers:** AT&T, MetroPCS, Sprint, T-Mobile, TracFone, US Cellular, Verizon Wireless, Virgin Mobile

# TEMKIN GROUP OVERVIEW



Temkin Group is a leading customer experience (CX) research and consulting firm. We help many of the world's largest brands lead their transformational journeys towards customer-centricity and build loyalty by engaging the hearts and minds of their customers, employees, and partners.

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## TEMKIN GROUP IS BASED ON FOUR CORE BELIEFS:

**CX drives loyalty.** Our research and work with clients demonstrates that interactions with customers influence both how much business they'll do with you in the future and how often they recommend you to others.

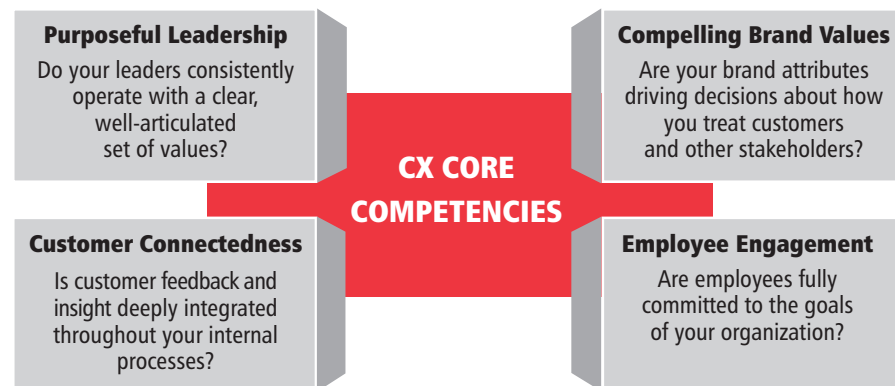
**CX is a journey, not a project.** Building the capabilities to consistently delight customers doesn't happen overnight. Companies need to plan for a multi-year change program.

**Improvement requires systemic change.** Companies can improve isolated customer interactions, but they can't gain a competitive advantage until customer experience is embedded into their operational processes and culture.

**We can help you make a difference.** Transformation isn't easy, but becoming more customer-centric is worth the effort. We help our clients accelerate their results and avoid many of the stumbling blocks along the way.

## HOW WE ARE DIFFERENT:

Temkin Group combines thought leadership and benchmark data with a deep understanding of the dynamics of organizations, which enables us to accelerate customer experience results and help companies build the four competencies that are required to sustain long-term success.



## HOW WE CAN HELP:

Temkin Group provides a number of different services including:

**Research and Advisory Subscriptions.** Access to all of our research on trends, best practices, and benchmark data as well as the option to ask questions or seek feedback on your efforts.

**CX Planning and Innovating.** We'll examine your organization's goals and make sure that you have the right plans and priorities for CX, whether you're just starting the journey or looking to take your CX efforts to a much higher level.

**Engaging Workshops and Training.** We deliver interactive workshops to help your organization understand the importance of CX and what it takes to achieve long-term success. We run workshops for executive teams, extended leadership groups, CX organizations, and broader sets of employees.

**Compelling Speeches.** If you're planning a meeting or an offsite event, we'll infuse compelling CX content into the event. We can engage your audience on a wide range of topics related to customer experience, focusing on elements of our four customer experience competencies.