

2011 Temkin Experience Ratings Overview Of Results

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Top Half Of Organizations Based On The 2011 Temkin Experience Ratings

Rank	Company	Industry	Rank	Company	Industry
1	Amazon.com	Retailer	38	Fidelity Investments	Investments
2	Kohl's	Retailer	38	Kmart	Retailer
3	Costco	Retailer	40	Holiday Inn Express	Hotel
4	Lowe's	Retailer	41	Best Buy	Retailer
4	Sam's Club	Retailer	42	TD Bank	Bank
6	BJs Wholesale Club	Retailer	43	American Family	Insurance
7	Walgreens	Retailer	44	Discover	Credit Cards
8	Old Navy	Retailer	45	Toys 'R' Us	Retailer
9	Target	Retailer	46	TriCare	Health Plan
10	Rite Aid	Retailer	47	A credit union	Investments
11	JCPenney	Retailer	48	Morgan Stanley Smith Barney	Investments
12	Marriott	Hotel	49	Comfort Inn	Hotel
13	Wal-Mart	Retailer	50	TD Ameritrade	Investments
14	CVS	Retailer	51	Chase	Credit Cards
15	Hyatt	Hotel	52	Best Western	Hotel
16	Regions	Bank	53	State Farm	Insurance
17	Courtyard By Marriott	Hotel	54	ING Direct	Bank
18	Macy's	Retailer	55	JetBlue Airlines	Airline
19	Home Depot	Retailer	56	SunTrust Bank	Bank
20	USAA	Credit Cards	56	Gap	Retailer
21	Sheraton	Hotel	58	ING Direct	Investments
22	Hampton Inn	Hotel	59	Cox	Internet Service
23	USAA	Insurance	59	Continental Airlines	Airline
24	Sears	Retailer	61	Fifth Third	Bank
25	Barnes & Noble	Retailer	62	AirTran Airways	Airline
25	Vanguard	Investments	63	Charles Schwab	Investments
27	Staples	Retailer	64	PNC	Bank
28	USAA	Bank	64	Holiday Inn	Hotel
29	OfficeMax	Retailer	64	Chase	Bank
30	Southwest Airlines	Airline	67	Wells Fargo/Wachovia	Bank
31	A credit union	Bank	67	TracFone	Wireless
31	eBay	Retailer	69	Citigroup	Credit Cards
31	Office Depot	Retailer	69	US Bancorp	Bank
34	Borders	Retailer	69	Travelers	Insurance
34	Hilton	Hotel	72	Liberty Mutual	Insurance
36	Edward Jones	Investments	73	The Hartford	Insurance
36	American Express	Credit Cards			

Base: 6,000 US Consumers
 Source: Temkin Group Q1 2011 Consumer Experience Survey
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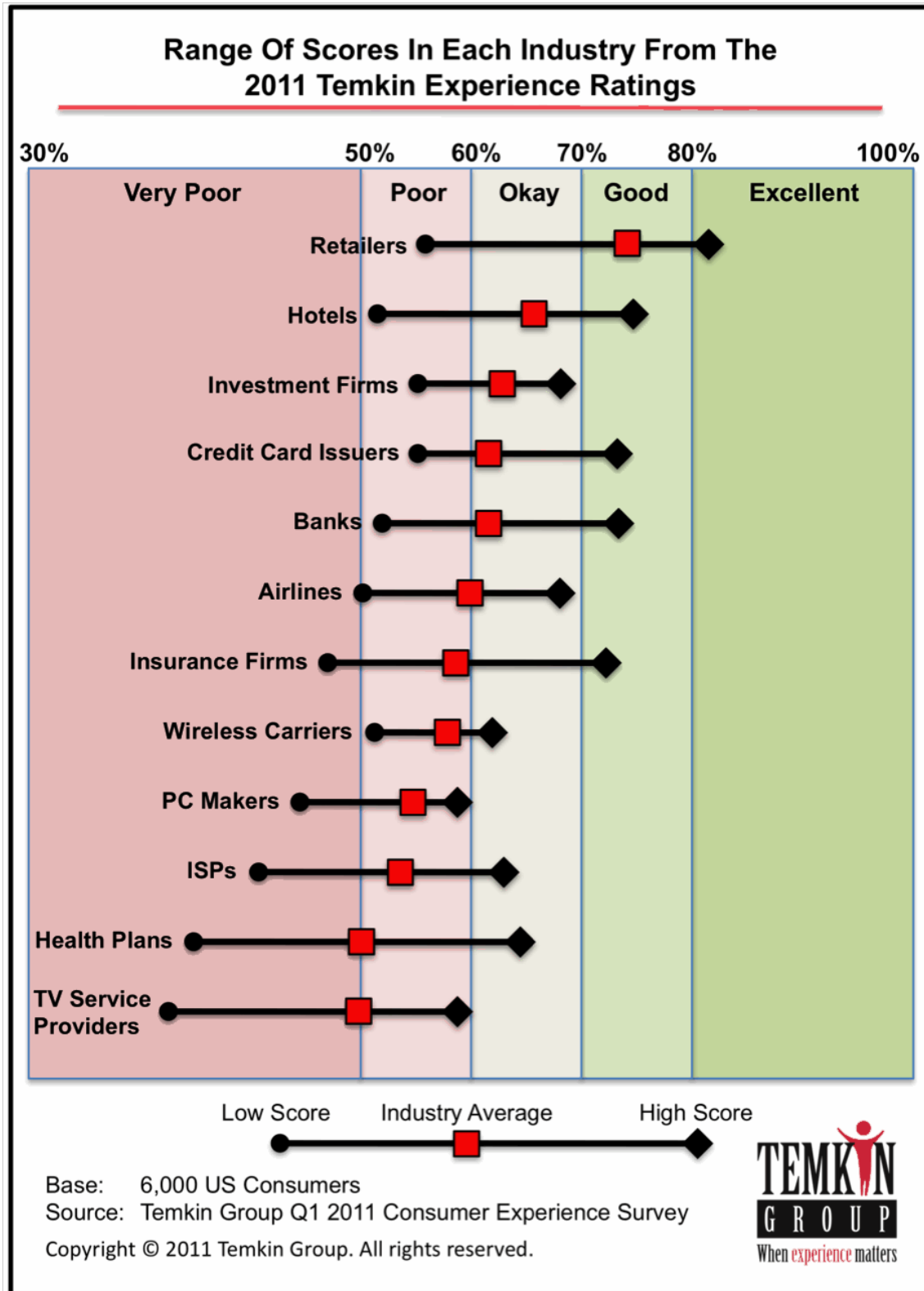


Bottom Half Of Organizations Based On The 2011 Temkin Experience Ratings

Rank	Company	Industry	Rank	Company	Industry
74	Sprint	Wireless	108	AAA	Insurance
75	AT&T	Wireless	108	Wells Fargo Advisors	Investments
76	Road Runner	Internet Service	110	Super 8	Hotel
76	Citizens	Bank	110	Dell	Computer
76	Capital One	Credit Cards	112	Bright House	TV Service
79	Apple	Computer	113	Qwest	Internet Service
79	Progressive	Insurance	114	T-Mobile	Wireless
81	MetLife	Insurance	115	eMachines	Computer
82	Days Inn	Hotel	116	Cablevision	Internet Service
82	Bank of America	Bank	117	Allstate	Insurance
82	Cox Communication	TV Service	118	US Airways	Airline
85	Medicare	Health Plan	119	Motel 6	Hotel
86	Verizon Wireless	Wireless	120	DirecTV	TV Service
87	US Bank	Credit Cards	121	HSBC	Bank
87	GEICO	Insurance	122	AOL	Internet Service
89	E*TRADE	Investments	123	Toshiba	Computer
90	Capital One	Bank	123	Dish Network/ Echostar	TV Service
91	Optimum (iO)/Cablevision	TV Service	125	Virgin Mobile	Wireless
91	Acer	Computer	126	Farmers'	Insurance
93	MSN (Microsoft Network)	Internet Service	127	United Airlines	Airline
93	Citibank	Bank	128	Time Warner Cable	TV Service
95	Kaiser Permanente	Health Plan	129	Gateway	Computer
96	Nationwide	Insurance	130	AT&T	TV Service
97	Bank of America	Credit Cards	131	United Healthcare	Health Plan
98	RadioShack	Retailer	132	Humana	Health Plan
99	HP	Computer	133	Aetna	Health Plan
100	AT&T	Internet Service	134	21st Century	Insurance
101	Merrill Lynch	Investments	134	Medicaid	Health Plan
102	Wells Fargo	Credit Cards	136	Lenovo	Computer
103	Sony	Computer	137	Blue Shield of California	Health Plan
104	Compaq	Computer	138	Charter Communications	TV Service
105	Delta/Northwest Airlines	Airline	139	Comcast	Internet Service
105	HSBC (including Orchard Bank)	Credit Cards	140	Charter Communications	Internet Service
107	American Airlines	Airline	141	CIGNA	Health Plan
			142	Comcast	TV Service
			143	Anthem (BCBS)	Health Plan

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Average Scores In Each Industry From The 2011 Temkin Experience Ratings

Industries	Components Of Ratings			Temkin Experience Rating
	Functional Experience	Accessible Experience	Emotional Experience	
Retailers	79%	79%	63%	74%
Hotels	68%	70%	60%	66%
Investment Firms	66%	67%	56%	63%
Credit Card Issuers	69%	68%	46%	61%
Banks	71%	66%	46%	61%
Airlines	64%	62%	52%	60%
Insurance Companies	63%	65%	48%	59%
Wireless Carriers	66%	63%	45%	58%
Personal Computer Makers	61%	57%	48%	55%
Internet Service Providers	63%	55%	41%	53%
Health Plans	60%	51%	39%	50%
TV Service Providers	59%	53%	37%	50%

Ratings

Excellent:	80% or more
Good:	70% to 79%
Okay:	60% to 69%
Poor:	50% to 59%
Very poor:	Less than 50%

Base: 6,000 US Consumers
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Leaders In Each Industry From The 2011 Temkin Experience Ratings

Overall Rank	Company	Industry	Temkin Experience Rating
1	Amazon.com	Retailer	81.3%
12	Marriott	Hotel	74.1%
16	Regions	Bank	72.6%
20	USAA	Credit Cards	71.8%
23	USAA	Insurance	70.8%
25	Vanguard	Investment Firm	69.4%
30	Southwest Airlines	Airline	68.4%
46	TriCare	Health Plan	64.6%
59	Cox	Internet Service	62.1%
67	TracFone	Wireless	60.5%
79	Apple	Computer	59.0%
82	Cox Communication	TV Service	58.8%

Ratings

Excellent:	80% or more
Good:	70% to 79%
Okay:	60% to 69%
Poor:	50% to 59%
Very poor:	Less than 50%

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About Temkin Ratings

Temkin Ratings (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.

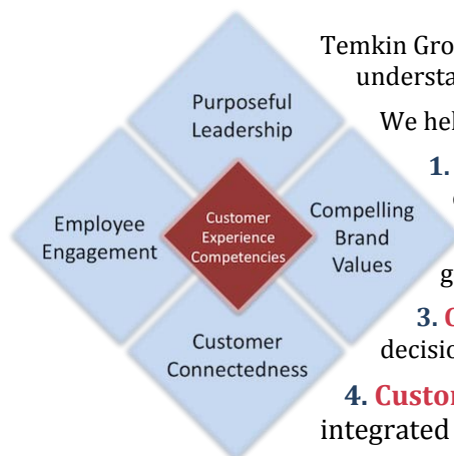
Building the capabilities to consistently delight customers doesn't happen overnight. Companies need to plan for a multi-year corporate change program.

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 or email info@temkingroup.com