

# 2011 Temkin Customer Service Ratings Overview Of Results

**Temkin Group**  
info@temkingroup.com  
617-916-2075  
www.temkingroup.com



### Top Half Of Organizations In The 2011 Temkin Customer Service Ratings

Rank	Company	Industry	Rank	Company	Industry
1	USAA	Insurance	34	Holiday Inn Express	Hotel
2	Edward Jones	Investments	34	MetLife	Insurance
3	Courtyard by Marriott	Hotel	34	Sears	Retail
3	Sam's Club	Retail	34	Staples	Retail
5	Kohl's	Retail	41	Apple	Computers
5	Lowe's	Retail	41	Borders	Retail
5	Marriott	Hotel	41	Home Depot	Retail
8	BJs Wholesale Club	Retail	44	ING Direct	Investments
8	Costco	Retail	44	TD Ameritrade	Investments
8	Hyatt	Hotel	46	Charles Schwab	Investments
11	Vanguard	Investments	46	Comfort Inn	Hotel
11	Walgreens	Retail	46	Nationwide	Insurance
13	Hilton	Hotel	46	TD Bank	Bank
13	Old Navy	Retail	46	Toys 'R' Us	Retail
13	Southwest Airlines	Airline	51	Best Buy	Retail
16	Hampton Inn	Hotel	51	Office Depot	Retail
16	Regions	Bank	51	Progressive	Insurance
18	Rite Aid	Retail	51	TracFone	Wireless
18	Target	Retail	55	Days Inn	Hotel
20	A credit union	Bank	55	Holiday Inn	Hotel
20	American Express	Credit Card	55	Medicare	Health Plan
20	Discover	Credit Card	55	SunTrust Bank	Bank
20	Fidelity Investments	Investments	55	Wells Fargo Advisors	Investments
20	JCPenney	Retail	60	AAA	Insurance
25	Barnes & Noble	Retail	60	GEICO	Insurance
25	Macy's	Retail	60	Sony	Computers
27	eBay	Retail	63	Citizens	Bank
27	JetBlue Airlines	Airline	63	Cox	Internet Service
27	State Farm	Insurance	64	Kaiser Permanente	Health Plan
30	USAA	Bank	66	21 <sup>st</sup> Century	Insurance
31	Best Western	Hotel	66	Chase	Bank
31	Liberty Mutual	Insurance	66	The Hartford	Insurance
31	Wal-Mart	Retail	66	United Airlines	Airline
34	A credit union	Investments	70	Allstate	Insurance
34	American Family	Insurance	70	Continental Airlines	Airline
34	CVS	Retail			

Base: 6,000 US Consumers

Source: Temkin Group Q1 2011 Consumer Experience Survey

Copyright © 2011 Temkin Group. All rights reserved.



### Bottom Half Of Organizations In The 2011 Temkin Customer Service Ratings

Rank	Company	Industry	Rank	Company	Industry
70	Sprint	Wireless	104	Cox Communication	TV Service
70	Travelers	Insurance	104	Merrill Lynch	Investments
70	Wells Fargo/ Wachovia Bank	Bank	106	Citigroup	Credit Card
75	Bank of America	Bank	106	Farmers'	Insurance
75	Chase	Credit Card	106	Qwest	Internet Service
75	ING Direct	Bank	106	Radio Shack	Retail
75	Kmart	Retail	110	Capital One	Credit Card
75	PNC	Bank	110	Toshiba	Computers
80	Bright House	TV Service	110	AOL	Internet Service
80	Dell	Computers	112	Delta/Northwest Airlines	Airline
80	E*TRADE	Investments	112	Medicaid	Health Plan
80	Fifth Third	Bank	112	Verizon	Internet Service
80	T-Mobile	Wireless	112	Cablevision	Internet Service
80	Verizon Wireless	Wireless	116	Time Warner Cable	TV Service
86	AT&T	Wireless	117	Aetna	Health Plan
86	Capital One	Bank	118	Gateway	Computers
86	Hewlett-Packard	Computers	118	HSBC	Bank
86	Optimum (iO)/ Cablevision	TV Service	118	Blue Shield of California	Health Plan
90	AT&T	Wireless	121	Dish Network/ EchoStar	TV Service
90	United Healthcare	Health Plan	121	Anthem (BCBS)	Health Plan
92	Acer	Computers	124	CIGNA	Health Plan
92	Wells Fargo	Credit Card	125	HSBC	Credit Card
94	Road Runner	Internet Service	126	Charter Communications	Internet Service
94	US Bancorp	Bank	127	Comcast	Internet Service
96	AT&T	Internet Service	127	Comcast	Internet Service
96	Bank of America	Credit Card	128	Charter Communications	TV Service
96	Compaq	Computers	129	Comcast	TV Service
96	eMachines	Computers			
100	American Airlines	Airline			
100	Citibank	Bank			
100	DirecTV	TV Service			
100	Humana	Health Plan			

Base: 6,000 US Consumers  
 Source: Temkin Group Q1 2011 Consumer Experience Survey  
 Copyright © 2011 Temkin Group. All rights reserved.



### 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)