

## 2011 Temkin Web Experience Ratings Overview Of Result

**Temkin Group** 

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

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	Company	Industry		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	Annia	Personal
9	A Credit Union	Bank	3/	Apple	Computer Manufacturers
10	Fidelity Investments	Investment Firm	37	Hyatt	Hotel
10	Kohl's	Retail	37	Macy's	Retail
10	TD Bank	Bank	40	A Credit Union	Investment Firm
13	ING Direct	Bank	40	Capital One	Credit Card
13	JetBlue Airlines	Airline	40	Comfort Inn	Hotel
15	Chase	Credit Card	40	Staples	Retail
15	ING Direct	Investment Firm	40	Target	Retail
17	Charles Schwab	Investment Firm	40	Wal-Mart	Retail
17	Wells Fargo	Credit Card	46	Fifth Third	Bank
19	Chase	Bank	46	GEICO	Insurance
			48	Best Buy	Retail
19	Continental Airlines	Airline	48	Citibank	Bank
19	Courtyard By Marriott	Hotel	48	Kaiser Permanente	Health Plan
10	SunTrust Bank	Bank	48	Old Navy	Retail
19		Вапк	48	Sam's Club	Retail
19	Wells Fargo/ Wachovia Bank	Bank	48	Toys 'R' Us	Retail
24	American Express	Credit Card	54	Best Western	Hotel
24	Bank of America	Bank	54	Hilton	Hotel
24	PNC.	Bank	54	Holiday Inn Express	Hotel
24	US Bancorp	Bank	54	Lowe's	Retail
28	·				
28	Capital One	Bank	54	MetLife 	Insurance
28	Costco	Retail	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	88	eMachines	Personal Computer
		Manufacturer			Manufacturer
60	Sprint	Wireless	88	State Farm	Insurance
63	Citizens	Bank	88	Verizon Wireless	Wireless
63	Dell	Personal Computer	92	Delta/Northwest Airlines	Airline
65	Bank of America	Manufacturer 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	21st 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
	T-Mobile		107	Cox	TV Service
74		Wireless	108	Aetna	Health Plan
74	United Airlines	Airline Personal	108	Blue Shield of California	Health Plan
81	Compaq	Computer Manufacturer	108	Cablevision	Internet Service
		Personal		Farmers'	Insurance
81	Gateway	Computer	112		Internet Service
-	Cateway	Manufacturer	113	Anthem (BCBS)	Health Plan
81	Medicare	Health Plan	113	Time Warner	TV Service
81	Wells Fargo Advisors	Investment Firm	115	Comcast	Internet Service
85	Acer	Personal Computer	116	Charter Communications	Internet Service
		Manufacturer	117		Health Plan
85	DirecTV	TV Service		Comcast	TV Service
85	Kmart	Retail	119	Charter	TV Service

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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.

#### 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.

Purposeful

Leadership

Customer

Connectedness

Employee

Engagement

### 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.

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

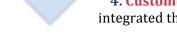
Transformation isn't easy, but leading your company to be more customer-centric is worth the effort. We help our clients accelerate their results and avoid many of the bumps along the way.

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



**Brand** 

Values