



## 2013 Temkin Forgiveness Ratings Product Guide for Downloadable Datasets

### Information About Data Licensing

All datasets are delivered with a license for a specific number of people to access the file. 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.

### Warranty 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 2013 Temkin Loyalty Ratings of 246 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 companies
- 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 that make up the Temkin **Forgiveness** Ratings. Data are included for the 246 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)
- Overall results from 2012 Temkin Forgiveness Ratings

Data was collected via an online survey of 10,000 U.S. consumers during January 2013. Temkin Group purchased access to a 3<sup>rd</sup> party panel of consumers. The distribution of survey respondents was managed to represent the U.S. population by establishing quotas that approximate US Census percentages for age, income, gender, ethnicity, and location.

### Calculating the Temkin Forgiveness 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 companies as follows:

*How likely are you to forgive these companies  
if they deliver a bad experience?*

Responses from 1= "extremely unlikely"  
to 7= "extremely likely"

For all companies with 100 or more consumer responses, we calculated the "net forgiveness" score. 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."

## Companies Included in 2013 Temkin Forgiveness Ratings

The following companies had at least 100 respondents in the survey and are included in the 2013 Temkin Forgiveness Ratings and in the downloadable datasets.

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

**Auto dealers:** BMW, Chevrolet, Chrysler, Dodge, Ford, Honda, Hyundai, Kia, Nissan, Toyota

**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

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

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

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

**Grocery chains:** 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 California, 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, Marriott, Motel 6, Quality Inn

**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 (Microsoft Network), Qwest, Road Runner, 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, GE, LG, Samsung, Toshiba, Whirlpool

**Parcel delivery services:** FedEx, U.S. Postal Service, UPS

**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, 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 Communications, DirecTV, Dish Network / EchoStar, Optimum (iO) / Cablevision, Time Warner Cable, Verizon

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

## About Temkin Ratings

Temkin Ratings 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.

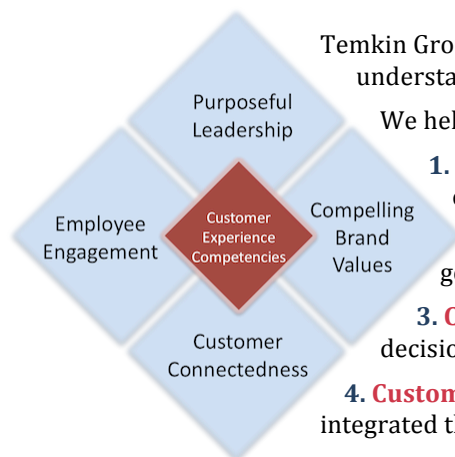
Building the capabilities to consistently delight customers doesn't happen overnight. Companies need to plan for a multi-year corporate change program.

### 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)