

## NPS BENCHMARKS FOR BUSINESS-TO-BUSINESS FIRMS

# Current NPS® Benchmarks for B2B Firms

The Inavero satisfaction benchmarks for all B2B industries were set using a study conducted in-house utilizing respondents from an independent third party panel sample provider. To qualify for the study the respondents had to play a part in the relationship with the B2B service provider so they could accurately portray their satisfaction.

	Net Promoter Score	Average Score	% Promoters	% Passives	% Detractors
Architecture	32%	8.02	53%	26%	21%
B2B Software	27%	7.91	46%	36%	19%
Banking	19%	7.67	44%	31%	25%
Building Services	6%	7.33	36%	34%	30%
Commercial Construction	19%	7.63	48%	22%	29%
Commercial Printing	20%	7.62	45%	30%	25%
Commercial Real Estate	28%	7.87	51%	26%	23%
Design Services	20%	7.74	45%	31%	24%
Engineering (not technology related)	22%	7.86	46%	30%	24%
HR Services	8%	7.22	40%	29%	32%
Management Consulting	17%	7.66	43%	31%	26%
Manufacturing	27%	7.94	48%	31%	21%
Marketing/Creative Agency	18%	7.72	40%	37%	23%
Software Development	20%	7.73	43%	35%	23%
Technology Services	17%	7.62	42%	33%	25%

Net Promoter Score® offers a single metric to measure satisfaction and compare your firm's service quality against competitors' and even across industries. [Learn more about NPS](#)—“the one number you need to grow.”

