

# RANKS TOP 1%

IN CUSTOMER SATISFACTION

## DECEMBER 2020

# NPS 94

OUT OF A RANGE OF -100 TO 100



0% DETRACTORS



3% PASSIVES



97% PROMOTERS

FIRST OFF

## What is NPS?

The Net Promoter Score is one of the most recognized methods for measuring consumer loyalty. The score is based off answers to the question: "On a Scale from 0-10, how likely are you to refer a friend?"



DETRACTOR  
**0-6**



PASSIVE  
**7-8**



PROMOTER  
**9-10**

NPS 94 IS GOOD, BUT

## How good is it?



**PRINCETON MORTGAGE RANKS IN THE TOP 1% FOR CUSTOMER SATISFACTION**

Princeton Mortgage receiving a December NPS 94 is good -- Actually it ranks Princeton Mortgage in the top 1% for customer satisfaction. That's REALLY good.

Take a look at how that score compares to the lifetime NPS score of some popular consumer brands.



PRINCETON MORTGAGE

94

STARBUCKS

77

AMAZON

61

INDUSTRY AVG

50

AIRBNB\*

38

NIKE

32

**NPS**

*Net Promoter Score*

NPS Benchmarks | [npsbenchmarks.com](https://npsbenchmarks.com)