



## 2015 Temkin Experience Ratings Product Guide For Downloadable Datasets

### Information About Data Licensing

All datasets are excel spreadsheets that are delivered with a license for a specific number of users. If you have any questions, contact Temkin Group at [ratings@temkingroup.com](mailto:ratings@temkingroup.com).

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 2015 Temkin Experience Ratings of 293 companies with at least 100 respondents from across 20 industries (see full list in this document):

- Airlines
- Auto dealers
- Banks
- Computer & tablet makers
- Credit card issuers
- Fast food chains
- Health plans
- Hotel chains
- Insurance carriers
- Internet service providers
- Investment firms
- Major appliance makers
- Parcel delivery services
- Rental car agencies
- Retailers
- Software firms
- Supermarket chains
- TV service providers
- Utilities
- Wireless carriers

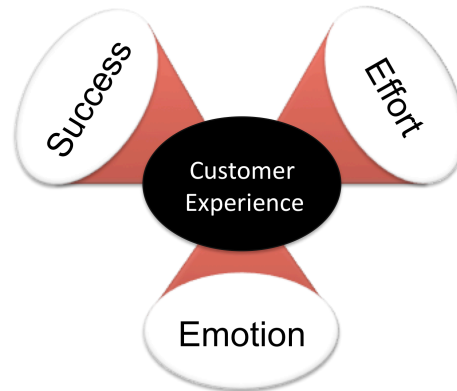
### Description of Data Included in Datasets

Datasets are delivered in an Excel (.xls) file and contain details of consumer responses to the three questions which make-up the Temkin Experience Ratings. Data is included for the 268 companies included in the ratings. This dataset also includes changes since last year and differences in responses across age groups for all 20 industries (age data is not broken out by specific firm).

Data was collected via an online survey of 10,000 US consumers during January 2015. Temkin Group purchased access to a 3<sup>rd</sup> party panel of consumers. The distribution of survey respondents was managed to represent the US population by establishing quotas that approximate U.S. Census percentages for age, income, gender, ethnicity, and location.

**Calculating the Temkin Experience 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 three dimensions of their recent experiences: *success*, *effort*, and *emotion*.



Temkin Group uses these questions to rate those three dimensions:

Success Component	Effort Component	Emotion Component
<p><i>Thinking of your most recent interactions with each of these companies, to what degree were you able to accomplish what you wanted to do?</i></p>	<p><i>Thinking of your most recent interactions with each of these companies, how easy was it to interact with the company?</i></p>	<p><i>Thinking of your most recent interactions with each of these companies, how did you feel about those interactions?</i></p>
<p>Responses from 1= "completely failed" to 7= "completely succeeded"</p>	<p>Responses from 1= "very difficult" to 7= "very easy"</p>	<p>Responses from 1= "upset" to 7= "delighted"</p>

For all companies with 100 or more consumer responses, we calculated “net ratings” for each of the three components listed above. 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.” The overall Temkin Experience Rating is an average of these three components.

**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.

## Companies Included in 2015 Temkin Experience Ratings

The following companies had at least 100 respondents in the survey and are included in the Temkin Experience ratings and in the downloadable datasets.

**Airlines:** AirTran Airways, Alaska Airlines, American Airlines, Delta Airlines, JetBlue Airlines, Southwest Airlines, Spirit Airlines, United Airlines, US Airways, Virgin America

**Auto dealers:** Audi, BMW, Buick, Cadillac, Chevrolet, Chrysler, Dodge, Ford, GM, Honda, Hyundai, Jeep, Kia, Lexus, Mazda, Mercedes-Benz, Nissan, Subaru, Toyota, Volkswagen

**Banks:** A credit union, Bank of America, BB&T, Capital One, Capital One 360, Chase, Citibank, Citizens, Fifth Third, PNC, Regions, SunTrust Bank, TD Bank, U.S. Bank, USAA, Wells Fargo

**Car rental agencies:** ACE Rent A Car, Advantage Rent-A-Car, Alamo, Avis, Budget, Dollar, Enterprise, Fox Rent A Car, Hertz, National, Thrifty

**Personal computers & tablets:** Acer, Amazon, Apple, Asus, Barnes & Noble, Dell, Hewlett-Packard, Lenovo, Sony, Toshiba

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

**Fast food chains:** Arby's, Burger King, Chick-fil-A, Chipotle Mexican Grill, Dairy Queen, Domino's, Dunkin' Donuts, Hardees, Jack in the Box, KFC, Little Caesar's, McDonalds, Panda Express, Panera Bread, Papa John's, Pizza Hut, Popeye's Louisiana Kitchen, Sonic Drive-In, Starbucks, Subway, Taco Bell, Wendy's

**Grocery chains:** Albertsons, Aldi, Bi-Lo, Food Lion, Giant Eagle, H.E.B., Hannaford's, Hy-Vee, Kroger, Publix, Safeway, ShopRite, Stop & Shop, Trader Joe's, Wegmans, Whole Foods

**Health plans:** Aetna, Anthem, BCBS of Florida, BCBS of Michigan, BCBS plan not listed, Blue Shield of California, CIGNA, Coventry Health Care, Health Net, Humana, Kaiser Permanente, Medicaid, Medicare, TriCare, United Healthcare

**Hotel chains:** Best Western, Comfort Inn, Courtyard By Marriott, Crowne Plaza, Days Inn, Doubletree, Embassy Suites, Fairfield Inn, Hampton Inn, Hilton, Holiday Inn, Holiday Inn Express, Hyatt, La Quinta Inn, Marriott, Motel 6, Quality Inn, Ramada Inn, Residence Inn, Sheraton, Super 8, Westin

**Insurance carriers:** 21st Century, AAA, Allstate, American Family, Amica, Farmers, GEICO, Liberty Mutual, MetLife, Nationwide, Progressive, State Farm, The Hartford, Travelers, USAA

**Internet service providers:** AOL, AT&T, Cablevision, CenturyLink, Charter Communications, Comcast, Cox Communications, Frontier, Optimum, Time Warner, Verizon

**Investment firms:** A credit union, Ameriprise Financial, Capital One 360, Charles Schwab, E\*TRADE, Edward Jones, Fidelity Investments, Merrill Lynch, Morgan Stanley Smith Barney, Scottrade, TD Ameritrade, Vanguard, Wells Fargo Advisors

**Major appliance makers:** Bosch, Electrolux, Fujitsu, Haier, Hitachi, Kenmore, LG, Samsung, Toshiba, Whirlpool

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

**Retailers:** 7-Eleven, Ace Hardware, Advance Auto Parts, Amazon.com, Apple Retail Store, AutoZone, Barnes & Noble, Bed Bath & Beyond, Best Buy, BJ's Wholesale Club, Costco, CVS, Dollar General, Dollar Tree, eBay, Family Dollar, Foot Locker, 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, Victoria Secret, Wal-Mart, Walgreens

**Software vendors:** Activision, Adobe, Apple, Blackboard, Google, Intuit, McAfee, Microsoft, Sony, Symantec

**TV service providers:** AT&T, Bright House Networks, Cablevision Optimum, Charter Communications, Comcast, Cox Communications, DirecTV, Dish Network, Time Warner Cable, Verizon

**Utilities:** Commonwealth Edison, Consolidated Edison Company of New York, Consumers Energy Company, Dominion Virginia Power, DTE Energy Electric Company, Duke Energy Progress, Florida Power & Light, Georgia Power, Pacific Gas and Electric Company, PSE&G, Southern California Edison, Southern California Gas Company

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

