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Study Finds USAA Sets Customer Experience Benchmark

Members more likely to refer friends to USAA than to recommend their smart phones or luxury hotels

SAN ANTONIO – A customer experience [report](#) from Temkin Group found that USAA members who use banking and [insurance products](#) are more likely to refer USAA to friends and family more than any other company.

USAA, a leading financial services provider for military members, veterans and their families, earned the two highest scores on Temkin Group's Net Promoter Score Benchmark Study, 2012, for its banking and insurance businesses. Temkin Group surveyed 5,000 U.S. consumers regarding 180 companies across 19 industries to identify the likelihood of consumers to recommend a company to their friends and family. This "likelihood" is measured by determining the company's Net Promoter Score (NPS).

"Building lifelong relationships with our members has been USAA's driving force for more than 90 years, and it's at the core of every decision we make," said Wayne Peacock, USAA's executive vice president of member experience. "To us, there is no greater compliment than members who recommend USAA to their friends and family."

The overall NPS score leader at 77 percent, [USAA Bank](#) outpaced the average bank NPS score by 54 percentage points. USAA Property and Casualty Insurance Group beat its industry average by 38 percentage points with an NPS score of 75 percent.

The 19 industries examined in the Net Promoter Score Benchmark Study are: airlines, auto dealers, banks, computer makers, credit card issuers, fast food chains, grocery chains, health plans, hotel chains, insurance carriers, Internet service providers, investment firms, major appliance makers, parcel delivery services, rental car agencies, retailers, software firms, TV service providers and wireless carriers.

About USAA

USAA provides insurance, banking, investment and retirement products and services to 9.3 million members of the U.S. military and their families. Known for its legendary commitment to its members, USAA is consistently recognized for outstanding service, employee well-being and financial strength. USAA membership is open to all who are serving or have honorably served our nation in the U.S. military – and their eligible family members. For more information about USAA, or to learn more about membership, visit usaa.com.

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