



Worldwide NPS revealed

Key findings from NPS® surveys to help you navigate global, cultural, and social differences





Introduction

Expanding a business globally can be filled with the excitement of an upside opportunity and the energy of a new start. But with expansion comes risks that need careful assessment. Even the largest companies have made notable missteps in their efforts to branch out.

Retail giant Walmart lost \$1 billion with a failed expansion attempt in Germany. Starbucks couldn't compete with an already established cafe culture in Australia. These are just a few [examples](#) of companies that misunderstood the impact of cultural norms and customer expectations as they tried to enter a new market.

That's why companies have to look beyond the revenue projections and best-case scenarios that can create blind spots in a seemingly solid business plan. Walmart overlooked the value Germans put on quality over price, their preference

to take public transportation over driving to a store, and the fact that the excessively smiling faces of the Walmart greeters made Germans uncomfortable. In Starbucks's case, the company offered a commodity product that was more expensive and less appealing to Australians, who had established relationships with baristas for their flat whites and other unique coffee beverages.

Even with all their research, these companies—and many others—failed to capture what consumers in other countries felt, and what would drive purchase decisions. Not only is it easy to miss these cultural nuances, it's also likely that asking the same question in a different language may not retain the same message or collect consistent information.

The bottom line is: context matters.





Net Promoter Score® — the CX standard around the globe

We tested this idea in a global study of Net Promoter Score (NPS®). This popular metric is commonly used by CX professionals to measure customer loyalty and advocacy. It's based on a single question that asks a customer whether or not they would recommend a brand, product, or company to a friend.

How likely is it that you would recommend this brand to a friend or colleague?

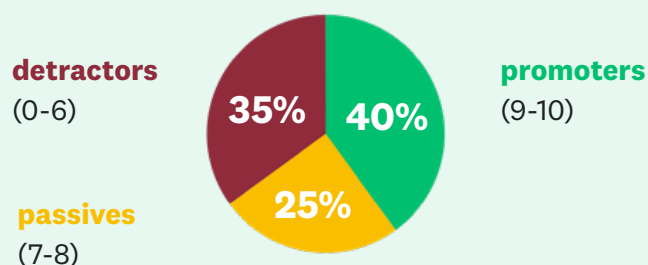


$$\text{Net Promoter Score (NPS)} = \% \text{ Promoters} - \% \text{ Detractors}$$

Using a simple equation, NPS identifies three categories of customers based on their answers on a rating scale ranging from 0 to 10, with 0 being “not likely at all to recommend” and 10 being “extremely likely to recommend.” Those who answer 9 or 10 are categorized as promoters, who had a positive experience and are extremely likely to make a recommendation. Those who answer between 0 and 6 are detractors, who had a negative experience, are not likely to recommend and can actually harm a company’s reputation; and those who answer 7 or 8 are passives, who had a neutral experience and are largely indifferent to either a negative or positive recommendation.

Net Promoter Score is calculated by subtracting the overall percentage of detractors from the overall percentage of promoters, and multiplying the result by 100. Scores can range between -100 and +100, depending on the ratio of detractors and promoters.

For example:



$$\text{NPS} = (40\% - 35\%) * 100 = 5$$



This metric has become the predominant benchmark of customer success and is used by two thirds of the [Fortune 1000](#). It is a framework for surveys designed to capture feedback about a wide variety of transactions or interactions—from an online purchase, to an in-store experience, a visit to a restaurant, or travel through an airport.

And for good reason. NPS solves an important piece of the CX puzzle not measured by other metrics. While sales, transactions, and revenue

numbers indicate purchases, these data points leave out the critical component of customer loyalty and advocacy.

On its own, NPS can help a company flag that their efforts are not well received—like the Walmart and Starbucks examples. And when used in concert with other research, NPS can identify what actually is valued by a given customer segment.





Background and methodology

One of the challenges with running an NPS study is that different industries have different standards for a positive or negative score. For example, retail and financial services companies tend to have higher NPS scores on average, while cable services and media companies tend to have lower scores. Therefore, measuring the NPS of a cable company versus a retail store NPS might not be a fair comparison.

We also wondered, if NPS can vary so widely between industries, how much does it vary

between cultures? Some countries have very different practices and attitudes when it comes to interacting with brands and companies, and that has to be taken into consideration when measuring overall satisfaction.

We wanted to identify the differences in NPS and consumer attitudes across nine countries, and to uncover the primary factors that influence NPS in each market through key driver analysis.

Countries included in NPS study





Given potential differences in NPS across categories and industries, our goal was to capture NPS representing a diverse range of consumers and their purchases within each country—from food and grocery to travel and transportation. We started our survey by asking respondents about their most recent purchase (restaurant,

food, travel, etc.) before presenting NPS and customer satisfaction questions, which asked about their experience with the brand of their purchase. This approach ensured we were getting NPS from a variety of industries, instead getting scores that were focused on a specific industry, product, or service.

Which of the following categories have you purchased from most recently?

Restaurant and dining

Food or grocery

Fashion, clothing, or accessory

Electronics or software

Health, personal care, or beauty

Pet or pet supply

Media (books, music, movies)

Furniture or household

Toys, games, or hobby

Travel or transportation

Automotive

Sports or outdoor

None of the above

Other / Please specify





Our study was fielded among adults 18+ recruited from an online panel provider, with quotas for age, gender, and region, using data from the United Nations to reflect the demographic composition within each country. You can read more about our methodology at the end of this report.

Sample size for NPS study by country

Country	Sample Size	Fielding Period	Primary Word Language
United States (US)	998	May 3, 2023	English
Canada (CA)	500	May 3-9, 2023	English, French
Brazil (BR)	500	May 3, 2023	Portuguese
United Kingdom (UK)	499	May 3-9, 2023	English
France (FR)	496	May 3-9, 2023	French
Netherlands (NL)	499	May 3-9, 2023	Dutch
Japan (JP)	500	May 3-9, 2023	Japanese
India (IN)	500	May 3-10, 2023	Hindi, English
Australia (AU)	499	May 3-10, 2023	English





Key findings



Consumers in Brazil and India have the highest NPS, while those in the Netherlands and Japan have the lowest



While determinants of NPS vary across markets, quality and ease of use are the leading drivers of NPS across most countries



It's not just NPS: consumer perceptions and expectations toward brands also differ across countries



Social interactions appear to correlate to higher NPS, as consumers who share reviews and post feedback have a tendency to provide higher ratings



Generational differences impact NPS, with older and younger generations' scores varying significantly by country



SECTION 1

Uncovering cultural and demographic distinctions in 9 countries

In our study, we expected to see differences between countries in terms of NPS rankings. After all, even the willingness to make a recommendation is subject to cultural norms. But what we did not predict was that Net Promoter Scores by country would vary dramatically—in some cases by over 100 points. We also were amazed by the differences in demographics, key drivers, and satisfaction ratings.

NPS is highest in Brazil, lowest in Japan

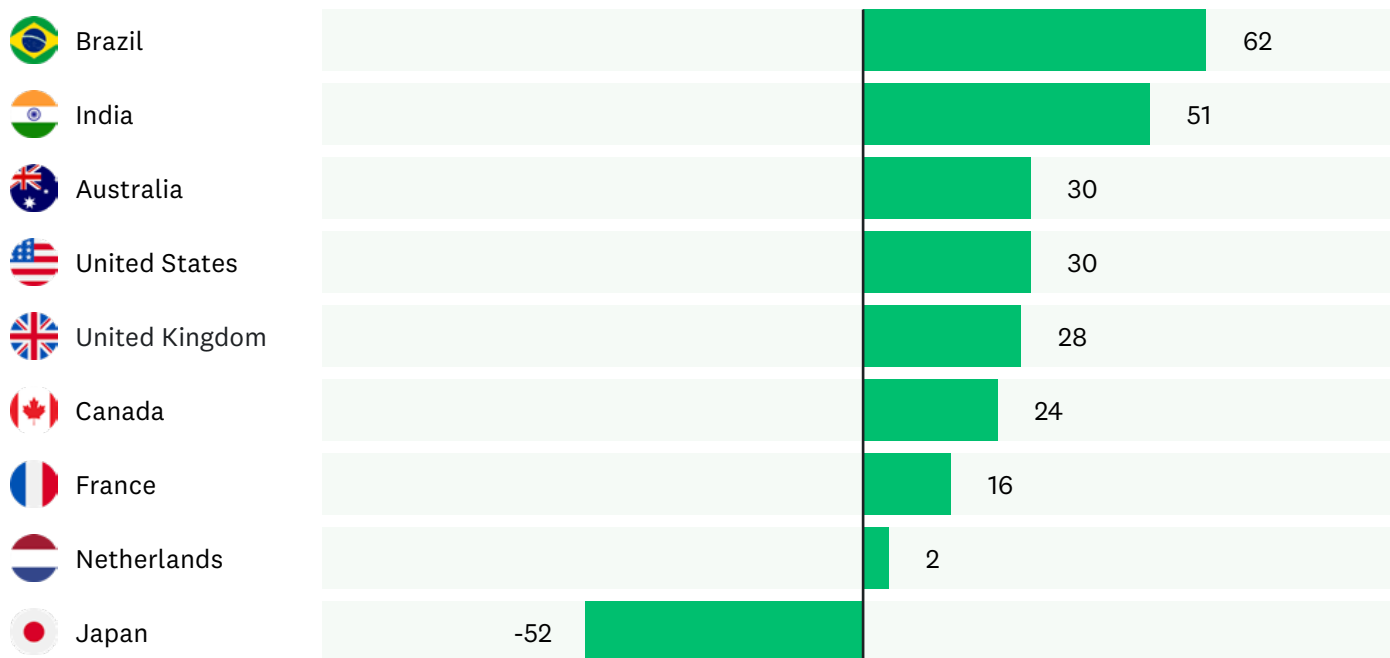
Consumers in Brazil gave the highest NPS at 62, followed by India at 51, both of which are considered strong scores. In fact, an NPS of 50 is considered excellent, according to Bain & Co.

Australia, the United States, and the United Kingdom have nearly identical Net Promoter Scores at 30, 30, and 28, respectively, with Canada (24)

and France (16) trailing behind. Still, these scores all fall in the range of average, according to [our data](#).

The Netherlands and Japan consistently scored significantly lower than all other countries, with Net Promoter Scores of 2 and -52, respectively. Japan's score, in particular, is considered low for any industry.

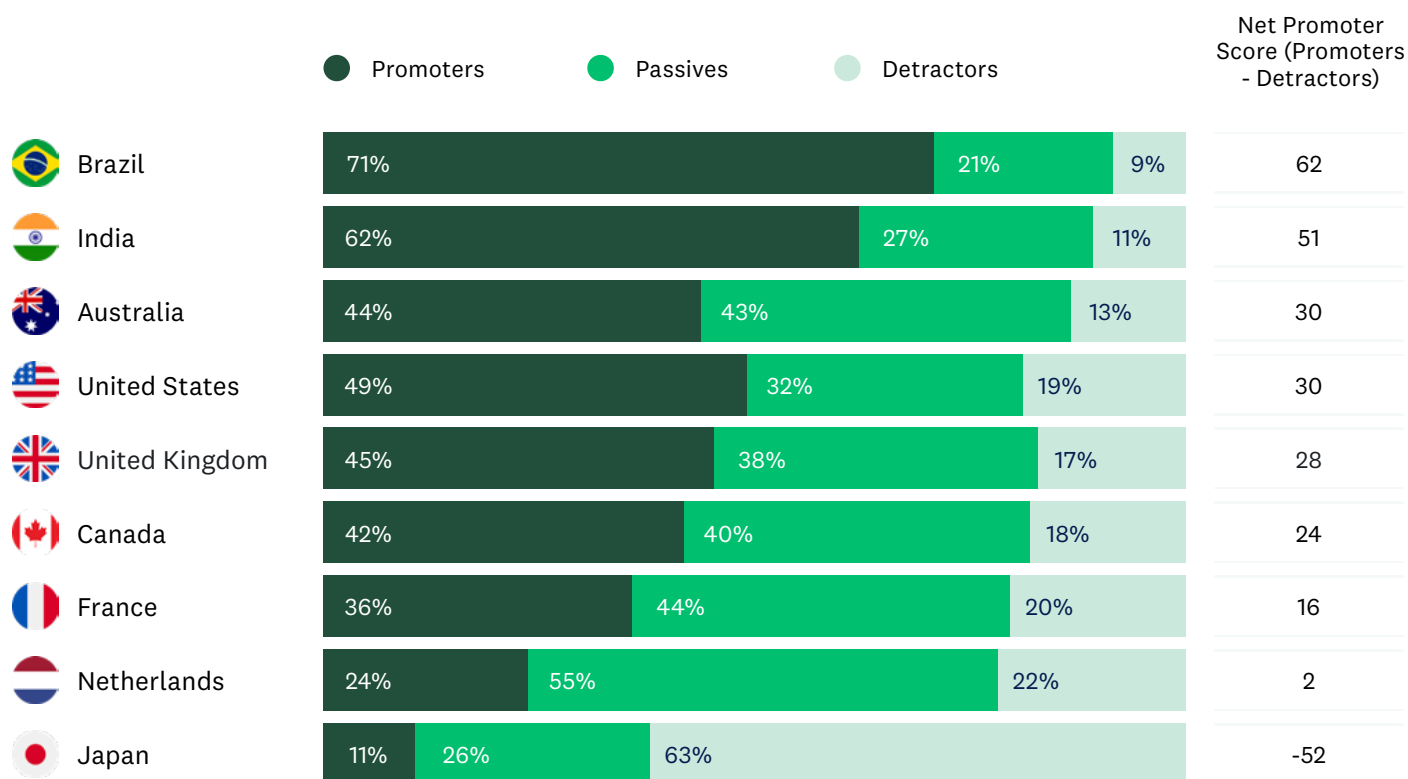
Net Promoter Score (NPS) around the world





Consumers in Brazil and India are more likely to be classified as promoters than those in any other country. Nearly three in four (71%) Brazilian consumers provided ratings of 9 or 10 for their likelihood of recommending the brand of their most recent purchase to a friend or colleague. In comparison, 62% of Indian consumers provided the same ratings. For all other countries, however, less than half of consumers are classified as promoters.

The majority of consumers in Brazil and India are promoters; detractors outnumber promoters in Japan





A word on language and cultural norms

After seeing such low scores in Japan, we decided to see if others had experienced a similar result. We uncovered numerous articles about question biases in other countries, specifically Japan and Korea.

One study reported that the whole idea of NPS—telling a friend or colleague what to do—went against cultural norms in Japan. The authors of [this study](#) theorized that:

Japanese and Korean people may have a positive attitude toward the company, but they will provide low NPS scores because they are reflecting that they would not run the risk of ruining their relationships with their friends by making recommendations. As a result, in the NPS system these people will be labeled as detractors, when in fact they are “ambivalent customers.”

We also uncovered [anecdotal stories of researchers](#) who found that the Netherlands, France, and Germany tended to have lower NPS results compared to other countries in Europe. Some theorized that consumers in these countries have service experiences that make it difficult for them to hand out a perfect 10.

Whatever the reason for the low scores, companies need to understand what’s behind the numbers. Relying on a single question, worded in a way that might not translate accurately into other languages, may not indicate the same negative ranking as it does in the US.

However, even a low NPS will provide a starting benchmark, and can show signs of improvement (or decline) over time. The real value of an NPS study might be the data surrounding it, which adds context about language differences and cultural norms. Whenever designing a survey, it’s important to make sure you are localizing survey questions with your target audience in mind.

Read on to learn how we uncovered insights about what consumers in nine countries value in their customer experience, no matter their NPS score.





SECTION 2

Key driver analysis adds context to NPS scores










Given the lessons learned from Starbucks, Walmart, and other global expansion efforts, we wanted our study to include NPS, but take a deeper look into the “why” behind the scores.

We asked questions about what influenced consumers’ NPS responses using key driver analysis (KDA)—a technique that helps brands understand what factors have the most influence in driving outcomes. KDA can pinpoint what drives

a purchase decision and help companies prioritize where to invest. We used regression techniques to identify which variables are the most likely to drive customers to tell their friends and family to recommend a brand.

In our study, we asked consumers to weigh in on their satisfaction with nine different attributes, or key drivers, that would impact their perception. Here’s what we uncovered:

How satisfied are you with the brand’s... (% very satisfied)

	 BR	 IN	 US	 AU	 UK	 CA	 FR	 NL	 JP
Quality	75%	68%	62%	59%	57%	56%	48%	57%	23%
Affordability	49%	55%	43%	29%	31%	28%	29%	33%	18%
Customer Service	57%	55%	44%	36%	36%	31%	28%	30%	9%
Ease of Use	74%	67%	59%	56%	54%	54%	47%	51%	20%
Purchasing Experience	71%	64%	56%	51%	52%	53%	45%	49%	20%
Design	64%	66%	50%	45%	44%	44%	40%	42%	17%
Brand Values	52%	54%	39%	29%	31%	31%	29%	37%	20%
Personalization	57%	55%	38%	28%	28%	30%	27%	33%	11%
Innovation	58%	56%	41%	33%	32%	30%	29%	27%	12%



Takeaway: Consumers in Brazil and India are the most satisfied with their brand experiences



Quality and ease of use are the leading drivers

Quality is a leading driver of NPS for the nine countries we surveyed. Here are other takeaways from our key driver analysis:



Quality ranks as the top driver in the US, Canada, Brazil, and the Netherlands, and among the top 4 drivers in the UK, France, Australia, Japan, and India



Ease of use also plays a substantial role in driving NPS across multiple countries, ranking first in the UK, France, and India, and second in the US, Brazil, and the Netherlands



Brand values fail to register as a meaningful driver of NPS in any country



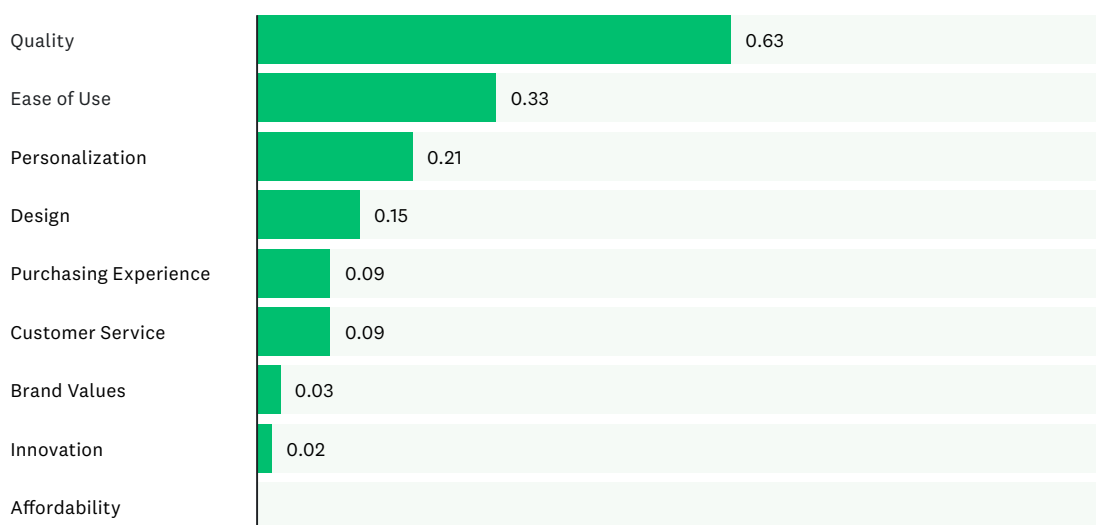
Innovation is the highest ranking attribute for Japan (.67) and the lowest for most other countries, except Canada and UK



Key driver by country*

Understanding key driver metrics: In the charts below, KDA is listed as a decimal. As an example, for the US, the quality score of 0.63 means that a one point increase in quality satisfaction is associated with a 0.63 point increase on the scale of likelihood to recommend a brand to a friend or colleague.

United States (US)

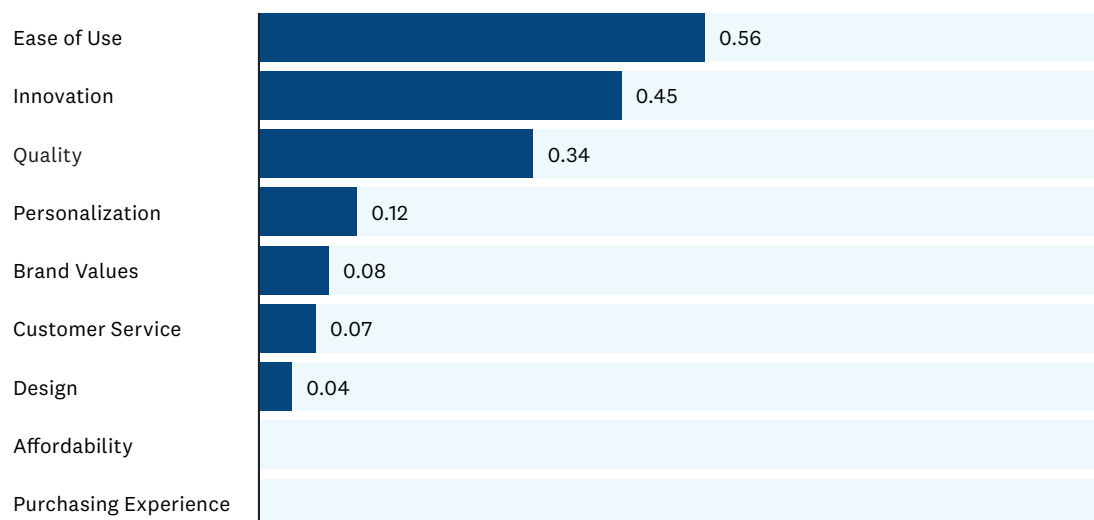


- Product quality has the greatest impact on NPS among US consumers
- Ease of use, personalization, and design are all secondary drivers
- Purchasing experience, customer service, brand values, innovation, and affordability have little to no discernible impact

*Note: For the metrics in the KDA charts we conducted a LASSO regression with “How likely is it that you would recommend this brand to a friend or colleague?” as the dependent variable and satisfaction with quality, affordability, customer service, ease of use, purchasing experience, design, brand values, personalization, and innovation as the independent variables.

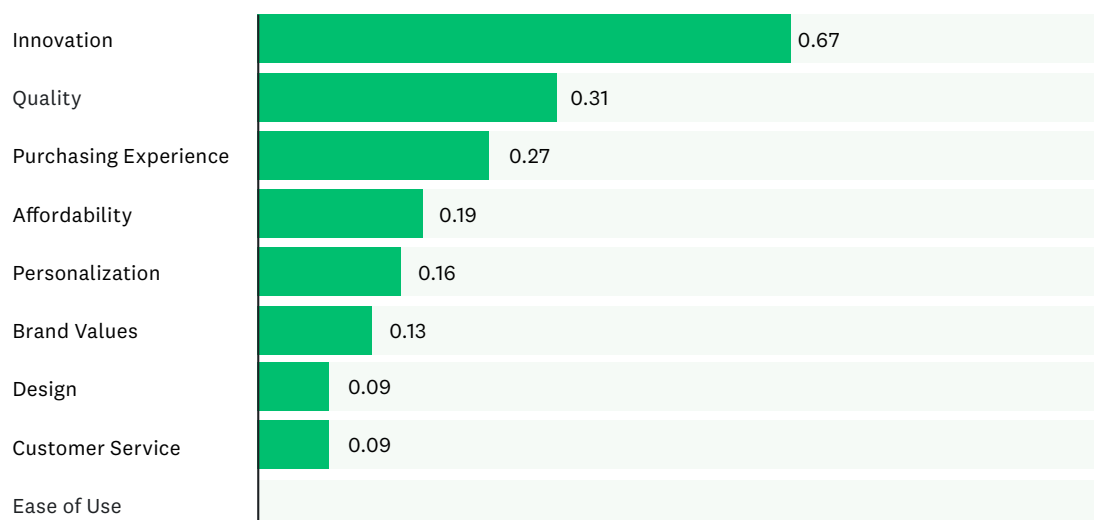


United Kingdom (UK)



- Ease of use has the greatest impact on NPS among UK consumers
- Innovation and quality are secondary drivers
- Personalization, brand values, customer service and design have little impact, while affordability and purchasing experience have no impact

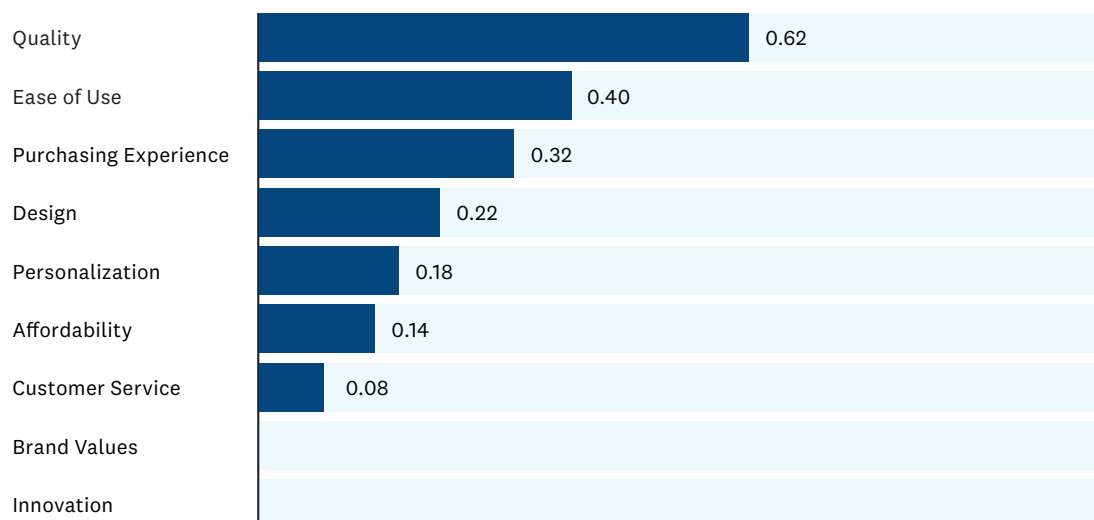
Japan (JP)



- Innovation is the leading driver in Japan, with consumers ranking it 2x as important as the next driver
- Quality and purchase experience are secondary drivers
- Affordability, personalization, and brand values have some impact, while design and customer service have little impact as drivers

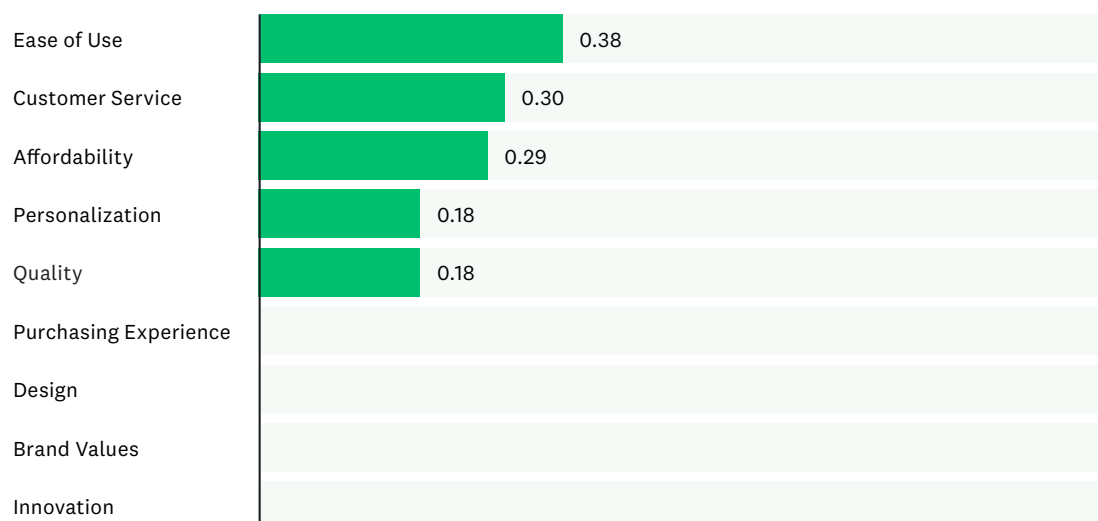


Brazil (BR)



- Quality has the greatest impact on NPS among consumers in Brazil
- Ease of use and purchasing experience are secondary drivers
- Design, personalization, and affordability have less impact, while customer service, brand values, and innovation have little to no impact on NPS

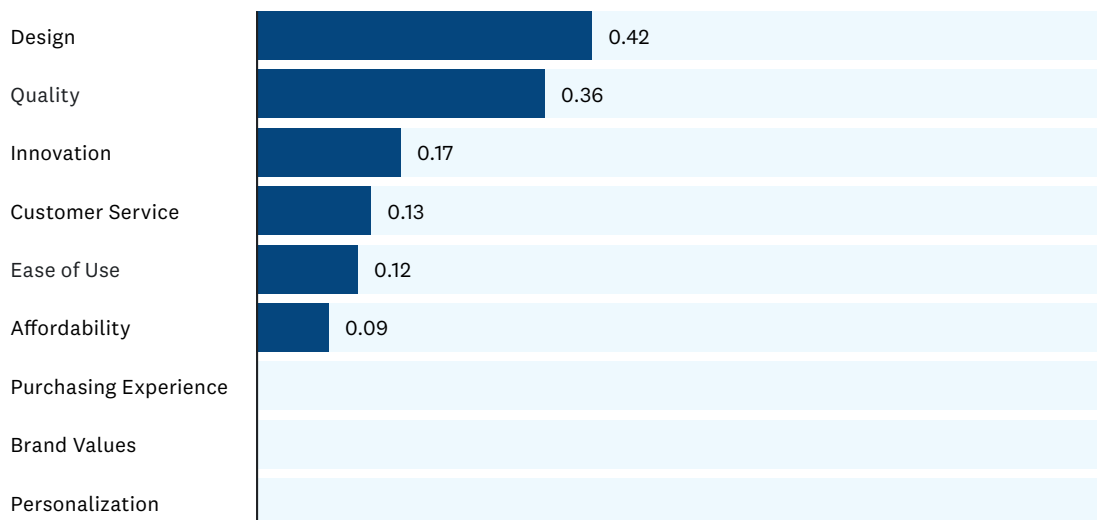
India (IN)



- Ease of use has the greatest impact on NPS among consumers in India
- Customer service and affordability are close behind as secondary drivers
- Personalization and quality have less impact, and the rest of the attributes—purchasing experience, design, brand values, and innovation—did not register as drivers

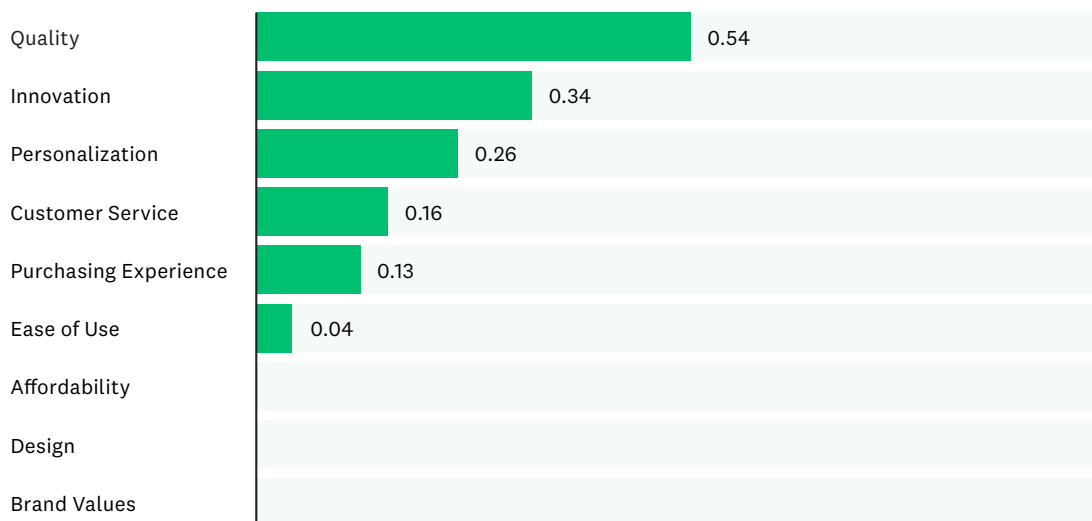


Australia (AU)



- Design is the driver with the greatest impact on NPS in Australia
- Quality is the secondary driver, registering close behind design
- Innovation, customer service, and ease of use have some impact, while affordability, purchasing experience, brand values, and personalization have little to no impact

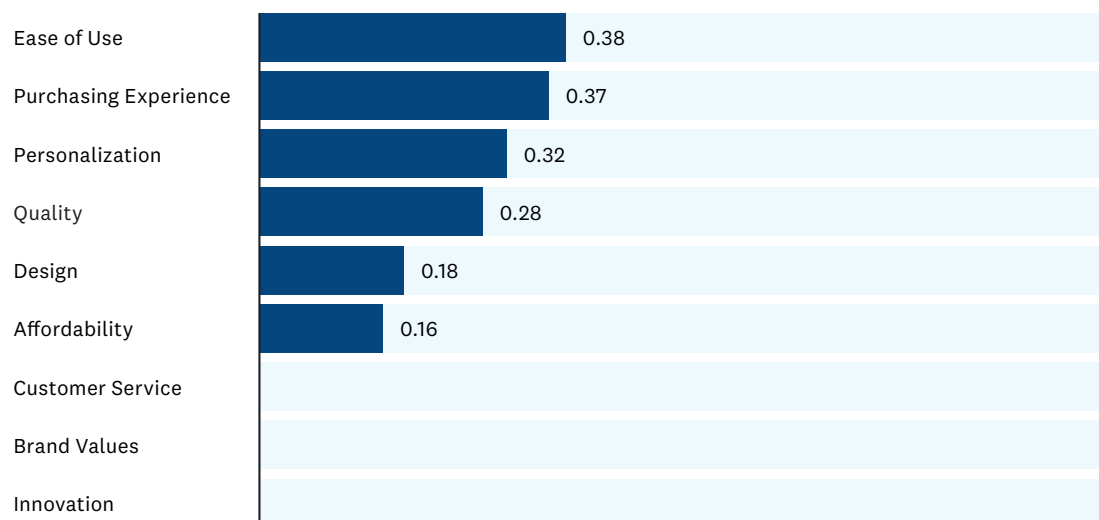
Canada (CA)



- Quality has the greatest impact on NPS among consumers in Canada
- Innovation and personalization are secondary drivers
- Customer service and purchasing experience have some impact, while ease of use, affordability, design, and brand values have little to no impact on NPS

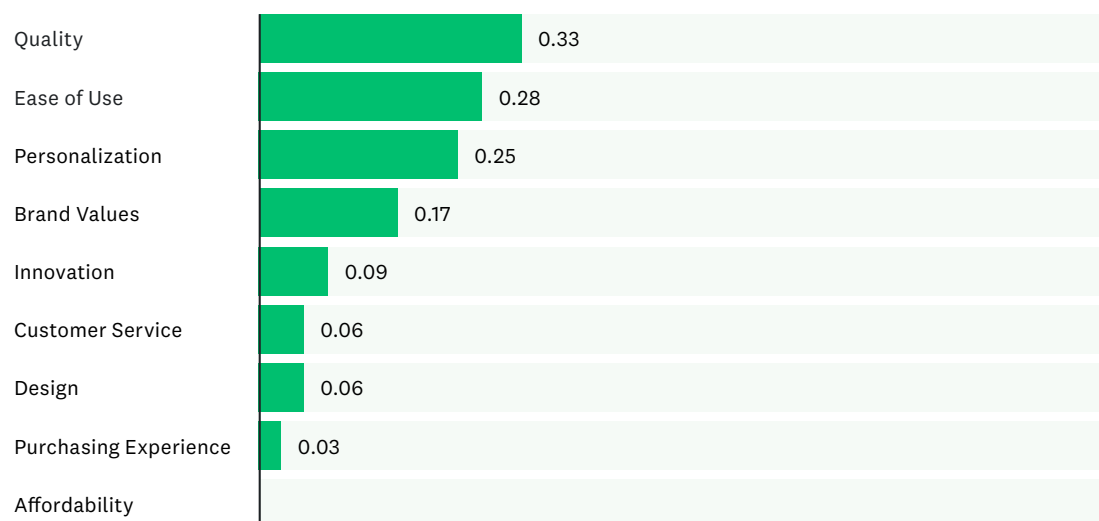


France (FR)



- Ease of use and purchasing experience are almost tied for having the greatest impact on NPS among consumers in France
- Personalization and quality are secondary drivers
- Design and affordability have some impact, while customer service, brand values, and innovation have little to no impact on NPS

Netherlands (NL)



- Quality is the driver with the most impact for consumers in the Netherlands
- Ease of use and personalization are tied as secondary drivers
- Brand values have some impact, while innovation customer service, design, purchasing experience and affordability have little to no impact on NPS



As you can see, key drivers can help you interpret international NPS results. Instead of only collecting a thumbs up or thumbs down assessment, KDA provides real insights into what consumers in different countries care about, and where your company might want to invest.

Use the key driver metrics to understand what your company should prioritize when entering a new country. For example, promoting affordability to consumers in the Netherlands might fall flat compared to an ad that talks about quality and ease of use. In India, the same product might be better received if affordability and customer service were a leading part of the message.



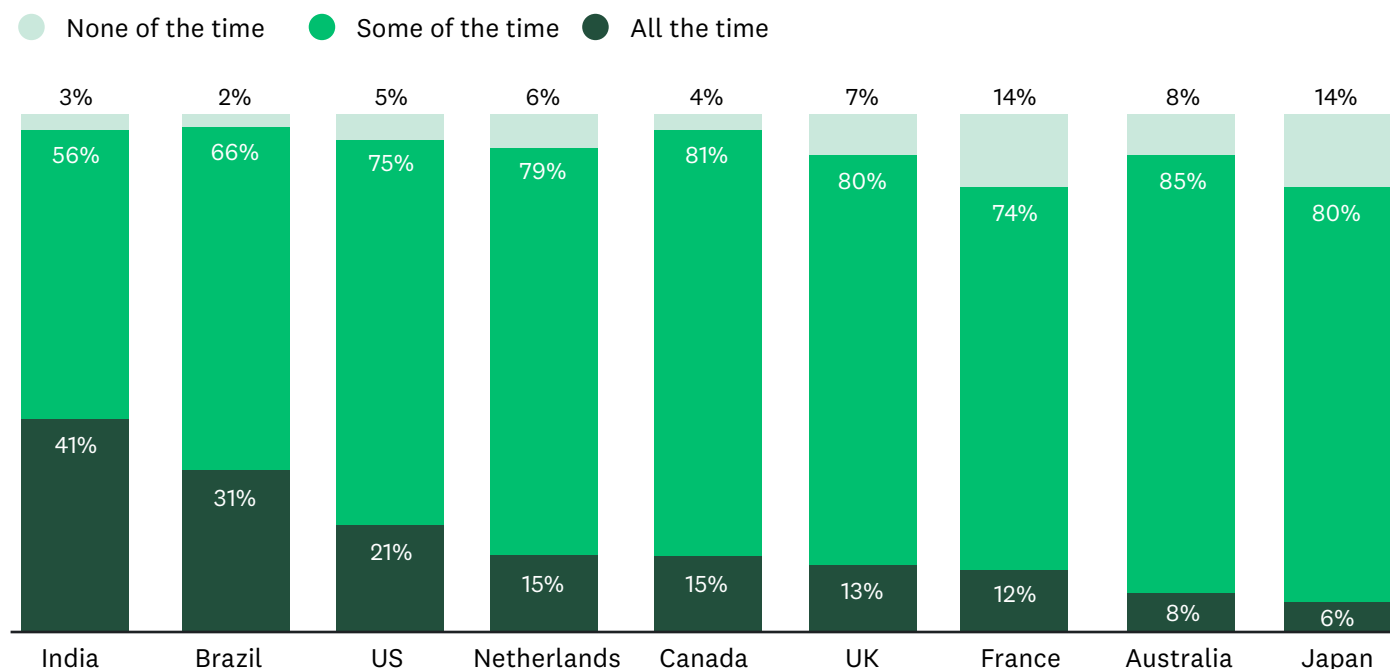


The highs and lows of NPS

While key driver analysis provides an important part of the picture, we also found strong associations between NPS and other questions that explore people's attitudes towards brands and companies.

When we asked consumers how often a brand exceeded their expectations, the responses varied broadly between countries. In India, consumers felt that companies exceeded their expectations 41% of the time, while in Japan and Australia, consumer expectations were met 6% and 8% of the time, respectively.

Generally, do you think brands or companies that you purchase from exceed your expectations all the time, some of the time, or none of the time?

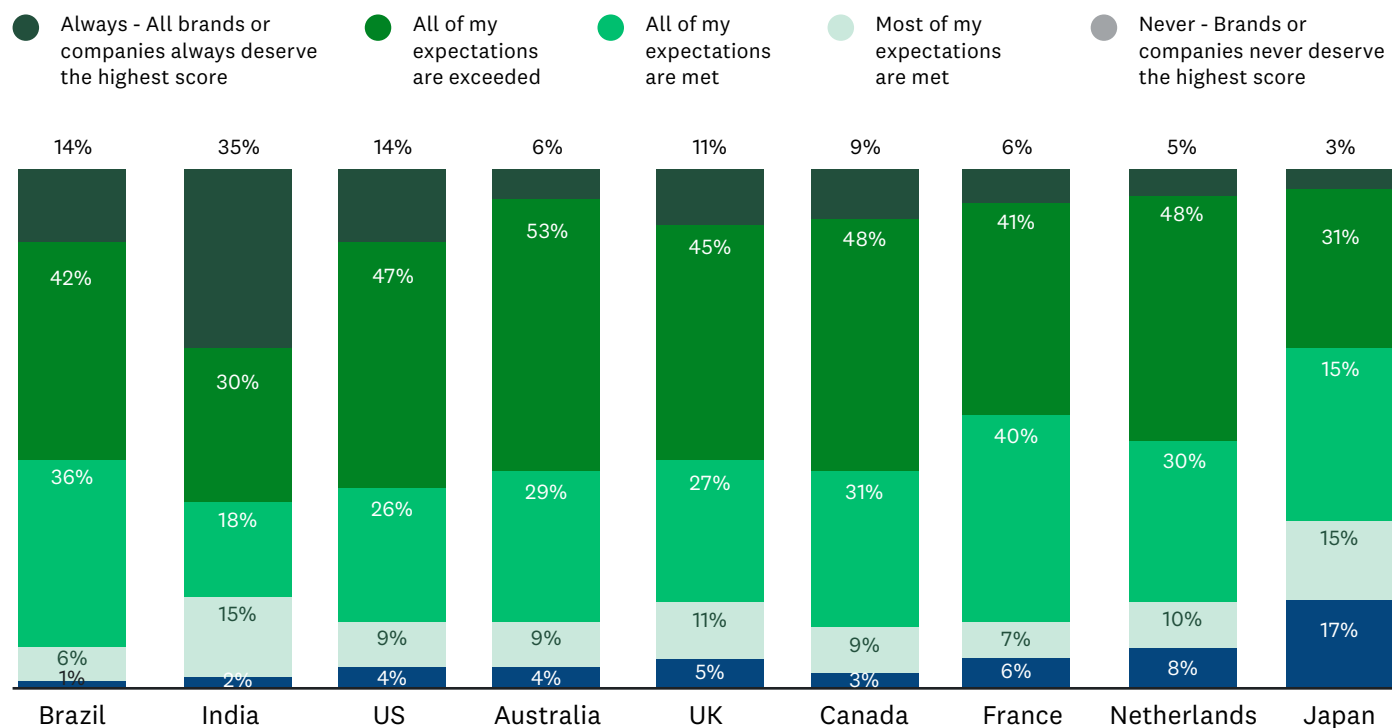


Consumer expectations differ between countries when it comes to a perfect 10 and the bottom score of zero. Consumers in Brazil, which had the highest NPS of all countries we surveyed, are much more likely to say that brands always deserve a perfect score, compared with those who believe brands never deserve the highest score (14% vs 1%).

Not surprisingly, in the Netherlands and Japan—the two countries with the lowest NPS—more consumers say brands never deserve the highest score or rating, compared to those who say brands always deserve the highest score (8% vs. 5% and 17% vs. 3%, respectively).



Thinking about a rating scale of 0 to 10, with 0 being the lowest score and 10 the highest, when do you think a brand or company deserves the highest score of 10?



However, when it comes to the lowest scores, the results are surprising. In Japan, 41% of consumers say that a brand never deserves the lowest score of zero. This is over 2x the global average of 20%, and almost 3x more than the number of consumers in India—the country with the second highest NPS in our study—who say a company never deserves the lowest score.



When do you think a product or service deserves the lowest score of 0?

	Global Average	AU	BR	CA	FR	IN	JP	NL	UK	US
Companies never deserve the lowest score	20%	17%	25%	17%	16%	16%	41%	19%	16%	15%
NPS	22	30	62	24	16	51	-52	2	28	30

● Higher than average

Customer satisfaction mirrors NPS for key drivers

We took a deeper look into customer satisfaction and how it mapped to the most important key drivers across multiple countries. Our goal was to see if there were any correlations between the top NPS drivers and NPS scores. Here's a selection of driver scores tied to NPS:

How satisfied are you with the innovativeness of the brand's products and services?

	Global Average	AU	BR	CA	FR	IN	JP	NL	UK	US
NET Satisfied	69%	69%	85%	68%	69%	86%	47%	62%	66%	69%
NPS	22	30	62	24	16	51	-52	2	28	30

● Higher than average ● Lower than average



How satisfied are you with the personalization of the brand's products or services?

	Global Average	AU	BR	CA	FR	IN	JP	NL	UK	US
NET Satisfied	66%	63%	88%	62%	66%	89%	45%	66%	58%	64%
NPS	22	30	62	24	16	51	-52	2	28	30

 Higher than average  Lower than average

How satisfied are you with the brand's customer service and support?

	Global Average	AU	BR	CA	FR	IN	JP	NL	UK	US
NET Satisfied	65%	72%	83%	60%	57%	86%	40%	55%	64%	66%
NPS	22	30	62	24	16	51	-52	2	28	30

 Higher than average  Lower than average



Takeaway: Consumers in countries with high NPS often have high levels of satisfaction with key drivers—like innovation, personalization and customer service and support—while consumers in countries with a low NPS have lower satisfaction levels with those same drivers



SECTION 3

Social habits and generational considerations

Healthy interactions are important indicators of a customers’ tendency to be a promoter in every country. However, interaction can mean different things—do they shop in person or online? Do they follow a brand on social media and share their experiences with the product or brand? Do they provide rankings or reviews online, or do they mainly share their experiences with their family and friends through word of mouth? We dug in and found some interesting correlations.

Online vs. in person: how global consumers shop

Consumers are breaking a lot of the myths about online shopping, and there are very few generalizations that hold up across global markets. India and Australia hold down opposite ends of the spectrum in terms of their tendency to shop online or in person:



Consumers in India report they make **2 out of 3 purchases online vs. in person**

How consumers shop in a given country doesn’t seem to be as much of a factor in NPS. For example, in India, which has the second-highest NPS of any country, 74% of respondents say they make purchases online. In Australia, which has a solid NPS of 30, 76% of the purchases are done in person. And Brazil, which has the highest NPS of 62, purchases are fairly evenly split between online and in person.



Consumers in Australia report they make **2 out of 3 purchases in person vs. online**

Online vs. in person purchases around the globe and how it compares to NPS

	Global Average	AU	BR	CA	FR	IN	JP	NL	UK	US
Online	38%	24%	44%	27%	31%	74%	32%	39%	40%	33%
In person	62%	76%	56%	73%	69%	26%	68%	61%	60%	67%
NPS	22	30	62	24	16	51	-52	2	28	30



Takeaway: There doesn't appear to be a clear correlation between online purchasers, in person, and NPS

How consumer social habits contribute to NPS

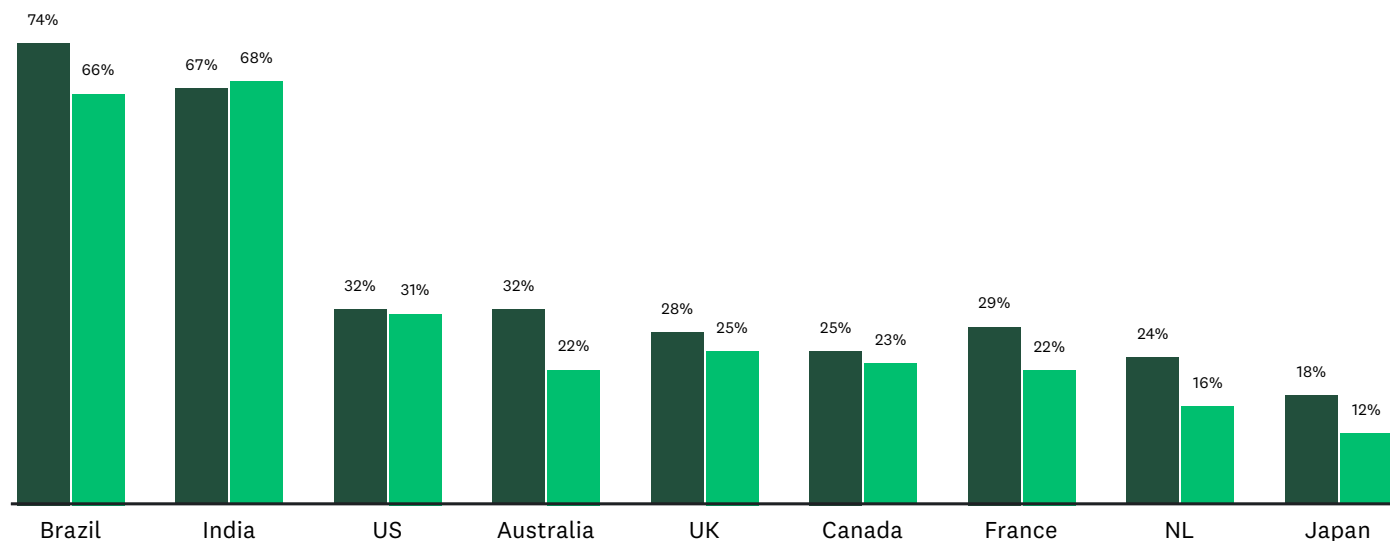
Consumers with high NPS have a tendency to invest time interacting with a brand—they follow them on social, provide feedback about their purchases, and are more likely to share a positive experience they have with a company.

In particular, consumers in Brazil and India show high levels of engagement with the companies they purchase from.

Consumers in Brazil and India are more than twice as likely to follow a brand on social media, and provide feedback about their purchases

● When you like a brand, how often do you follow them on social media? (% yes)

● How often do you provide feedback or reviews about products and services you purchase? (%NET always / often)





Consumers also exhibit differences in how they relate and interact with brands. In Brazil and India, they're more than twice as likely than consumers in all other markets to follow brands they like on social media and provide feedback or reviews about their purchases.

looking to expand globally. Brands that strive to evoke associations and demonstrate values can lead consumers to see them as more than just a provider of goods and services. A person's likelihood to follow and interact with a brand may, in some way, reflect the larger role those brands play in their life.

This tendency to engage with brands on a personal level signals an opportunity for companies

Social interactions and NPS

	Global Average	AU	BR	CA	FR	IN	JP	NL	UK	US
Often / always follows brands they like on social media	36%	32%	74%	25%	29%	67%	18%	24%	28%	32%
Provides feedback & reviews on purchases	32%	22%	66%	23%	22%	68%	12%	16%	25%	31%
NPS	22	30	62	24	16	51	-52	2	28	30

● Higher than average



Takeaway: Consumers in Brazil and India, who have the highest NPS, are twice as likely as average to follow brands they like on social media and provide feedback



Word of mouth is a powerful influence

The impact of word of mouth on NPS is strong across the board, with consumers in all countries surveyed saying they share feedback with family and friends. Over a third (34%) of consumers, on average, also say they post reviews online, and almost a third (31%) say they share feedback directly with a brand or company.

Consumers in Japan are the least likely to share their experiences with a company, with 30% choosing “none of the above” when asked how they share experiences. This compares to the global average of 12% and with the 1% of consumers in Brazil and India who chose the same option.

How do you usually share your experiences with a brand or company?

	Global Average	AU	BR	CA	FR	IN	JP	NL	UK	US
Share feedback directly with the brand	31%	34%	32%	30%	28%	48%	12%	27%	33%	33%
Write a review online	34%	31%	56%	31%	26%	52%	18%	30%	35%	31%
Post on social media	22%	15%	43%	18%	13%	42%	13%	13%	17%	21%
Post on online forums	12%	9%	15%	13%	9%	30%	5%	8%	9%	11%
Talk with friends, families or colleagues	56%	58%	70%	53%	61%	58%	51%	52%	55%	54%
None of the above	12%	14%	1%	14%	10%	1%	30%	18%	10%	10%
NPS	22	30	62	24	16	51	-52	2	28	30

● Higher than average



Takeaway: Consumers in Brazil and India are almost twice as likely to write reviews online or post on social media than average, which also correlates with a higher than average NPS score



However, consumers in Japan are also the least likely to talk about a bad experience by a wide margin. Only 29% of consumers in Japan said they were likely to share feedback with others after a negative experience with a product or service.

This compares to India, where 69% of consumers are likely to share feedback, and Brazil where 61% of consumers will provide feedback. Over half the consumers in the UK, US, and Australia would share a negative experience.

How likely are you to share feedback with others after a NEGATIVE experience with a product or service?

	Global Average	AU	BR	CA	FR	IN	JP	NL	UK	US
NET Likely	51%	52%	61%	52%	45%	69%	29%	44%	54%	54%
NPS	22	30	62	24	16	51	-52	2	28	30

● Higher than average ● Lower than average



Takeaway: Japan is the least likely to share feedback with others after a negative experience



NPS, loyalty, and return shoppers

Loyalty—which we inferred as the frequency in purchasing from a company or plans to purchase again—has strong correlations with NPS. We asked consumers how often they shopped with the brand that they provided an NPS rating on for this study. On a global average, 52% of consumers said they shopped at this particular brand a few times a month or more often, with Australia and the UK having the highest scores. We also found that consumers that purchase more frequently than average from a brand often have a higher than average NPS—and the inverse is true.

We then asked consumers whether they were likely to purchase again. Nine out of 10 consumers on a global average said they would purchase from the brand again, with Brazil, Australia, and India being the most likely. Japan, France, and the Netherlands had the lowest score in terms of anticipating repeat purchases. But, even these countries indicated a high likelihood to purchase again.

How likely are you to purchase from this brand again?

	Global Average	AU	BR	CA	FR	IN	JP	NL	UK	US
NET likely	90%	95%	96%	91%	89%	94%	76%	85%	91%	89%
NPS	22	30	62	24	16	51	-52	2	28	30

● More likely than average



Takeaway: A consumer that is more likely than average to purchase again often correlates with a higher than average NPS



Different generations value different things in the brand experience

There's no clear pattern between how generations impact NPS on a global scale. In the US, the oldest generation, aged 65+, delivered the highest NPS of 52, which was almost 4X that of the youngest demographic, 18-34, which scored an NPS of 14.

In Brazil, the youngest generation gave the highest NPS of 69, compared to the oldest generation, which scored NPS at 46. And in Canada, the middle generation of Millennials, GenX, and early Boomers, aged 35-64, gave the highest NPS at 29, compared to 17 for the youngest, and 22 for the oldest.

Global NPS by generation/age

Country	Age: 3 Categories		
	18-34	35-64	65+
Australia	30	31	31
India	36	68	55
Japan	-41	-55	-54
UK	24	32	27
Netherlands	-1	5	-3
France	12	14	22
Brazil	69	58	46
Canada	17	29	22
US	14	31	52

- Older generations have higher scores than younger generations
- Younger generations have higher scores than older generations



Takeaway: In the US, France, and India, older generations are significantly more likely to have higher NPS scores than younger generations—while in Brazil and Japan, the inverse is true



We dug a little deeper into these two countries where there are large generational differences in NPS promoters and uncovered a few potential correlations.

The purchase experience might have an outsized impact on the 65+ generation:

- **96%** of U.S. 65+ generation said they were satisfied with the purchase experience, which was much **higher** than the 83% average of other US generations
- In comparison, only **69%** of US consumers 18-34, who have an NPS of 14, were satisfied with the purchase experience
- In Brazil, only **89%** of the 65+ said they were satisfied with the purchase experience, which is **lower** than the 94% of other generations
- This compares with **94%** of Brazilian consumers aged 18-34, with an NPS of 69, who say they were satisfied with the purchase experience

The use of social media may play a role in influencing NPS and promoter scores of older generations:

- **20%** of the 65+ generation in the US says they never use social media, and 42% say they use it several times a day or more
- This compares to **79%** of the 65+ in Brazil who say they use social media several times a day or more, and 0% who say they never use it



How to deliver on customer expectations: ask, listen, act.

Running an NPS study for a new market just makes sense—it provides an important way to collect feedback in the countries where you want to do business. As we've seen in this report, no single metric can tell you a complete story about your customers, prospects, or market. But a standard metric, like NPS, can be the starting point for you to dive deeper and understand what's driving the differences you see in the data. Here's how to get started.



Start with an NPS study to get a benchmark for your efforts. Even if the country you're entering tends to have low NPS, you can still track your progress over time and compare your efforts to competitors.

Don't have customers in your target market to talk to? Use an [online panel](#) to collect feedback from a sample that represents your ideal audience. Tap into a [pre-built template](#) or an [AI-powered solution](#) to easily create a survey that will give you context around what people in different countries care about.



Uncover the preferences of customers across various countries by comparing responses to your existing customer base. [Explore](#) cultural nuances, values, and norms that might affect your NPS benchmarks. Use your NPS benchmarks to compare your performance in different markets.



Adapt your products, services, and marketing strategies to align with local cultures. What works in one country might not work in another. Localization shows respect for local values and customs and can give you a running start in a new market.

[Learn more](#) about NPS and [market research surveys](#) that can help you navigate a global base of customers.



Methodology