



America's Best of the Best 2024

Methodology

Newsweek

statista 

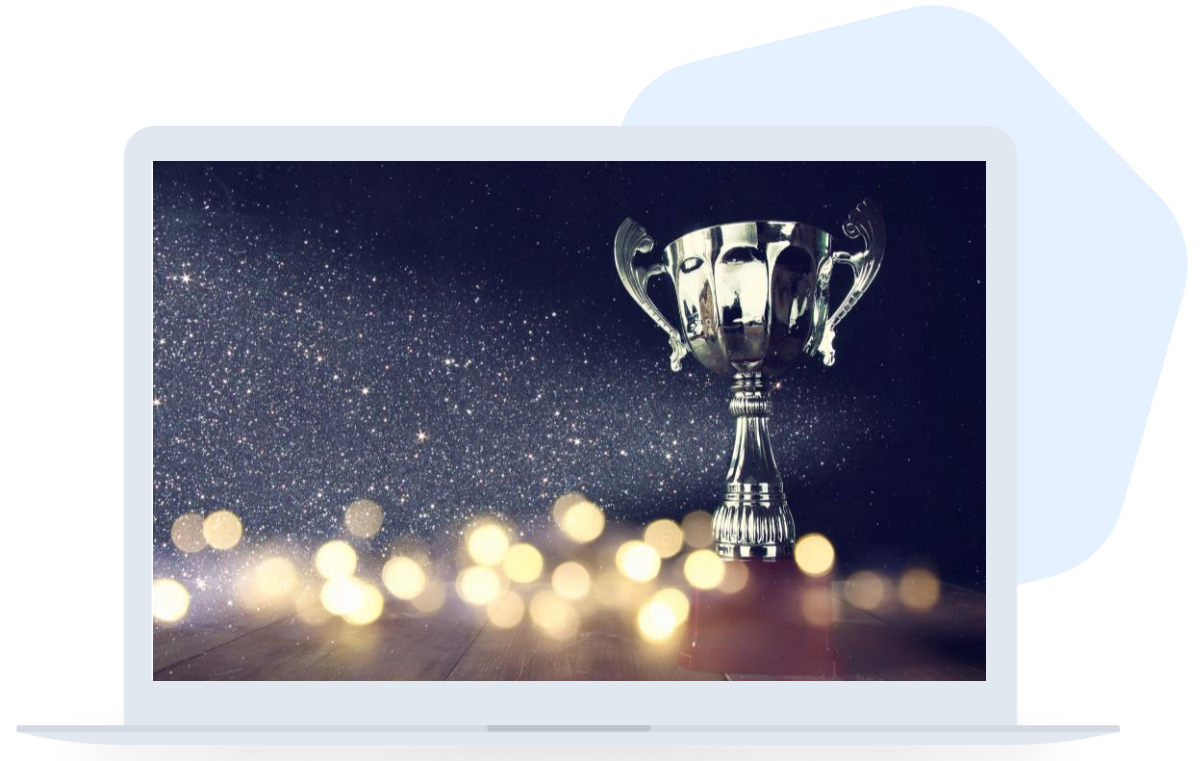
What makes a brand one of America's Best of the Best in overall customer experience?

Introduction – America's Best of the Best 2024

In the process of selecting a product or service, customers are keen to understand the entire journey they will embark on. This journey encompasses various aspects - the brand's image and **trustworthiness**, the overall **joy of use** of the product or service, and the level of **customer service** provided. Each of these segments plays a crucial role in the decision-making process. Brands that excel in all these areas, as rated by survey respondents, earn the prestigious title of 'Best of the Best'.

The '**America's Best of the Best 2024**' ranking sheds light on what customers prioritize when choosing to buy a product or service. The factor that emerged as the most significant was 'value for money' ⁽¹⁾(a component of joy of use), mentioned more frequently than any other response. Alongside cost considerations, respondents also value reliability and trust in the brand, as well as the quality of customer service. As evidenced by a 2022 consumer study, a positive customer service experience can be a powerful driver of repeat purchases, with 94% of respondents stating they would be more likely to purchase again following such an experience⁽²⁾.

The 2024 edition of the America's Best of the Best ranking offers invaluable insights into the brands that have distinguished themselves by delivering an **exceptional overall customer experience**.



Over 24,000 consumers evaluated brands in terms of their overall experience

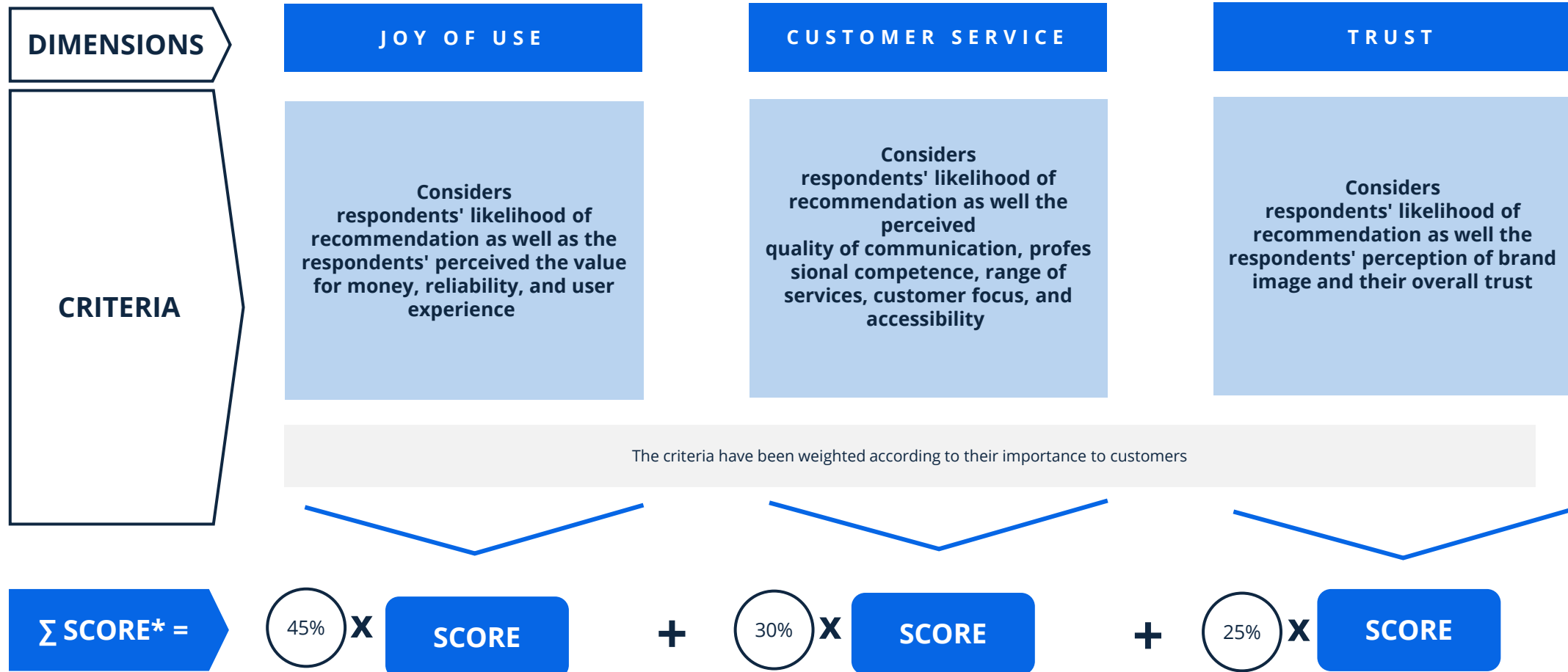
Methodology

- The 2024 America's Best of the Best rankings were identified from the results of an independent survey of more than **24,000 U.S. customers** who have either made purchases, used services, or gathered information about products or services in the past three years. Customers evaluated several brands: in total over **150,000 evaluations** were collected. The awarded brands each received **on average over 100 evaluations**.
- The survey was conducted on retailers and service providers from **156 categories**, providing results for a broad-spectrum of customer experiences in traditional retail, online and service segments. For each category, the most relevant brands were included in the scope of the survey according to reputation, turnover or market share.
 - In the brick-and-mortar categories, only retailers and service providers present in at least two census regions have been included in the list.
 - In the online categories, only retailers and service providers present online have been included in the list.
- In total the survey took an average of 9-12 minutes to complete, and the field period ran from June to July 2024.
- The final assessment and rankings were based on three dimensions weighted according to respondent importance:
 1. **Joy of Use:** measures value for money, reliability, and overall user experience
 2. **Customer Service:** measures the quality of communication, professional competence, range of services, customer focus, and accessibility
 3. **Trust:** measures brand image and overall customer trust

The top 3-5 brands based on category size receiving the highest scores in each category were awarded as America's Best of the Best 2024

The score is built using three main criteria weighted according to their importance to customers

Methodology

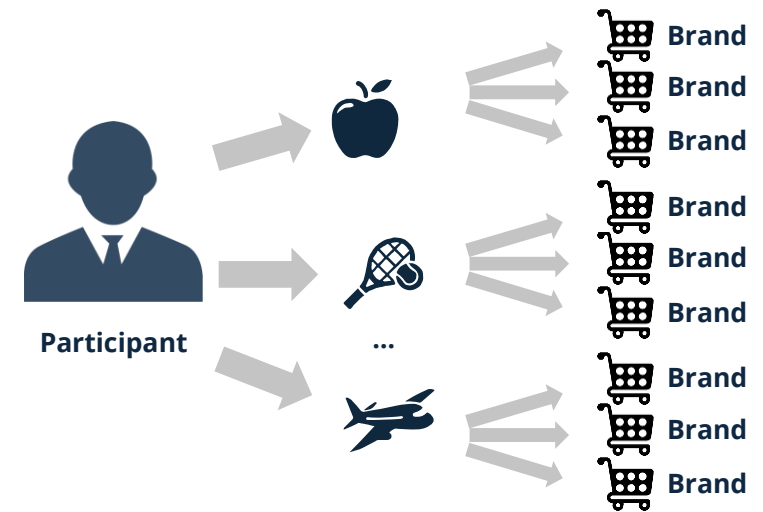
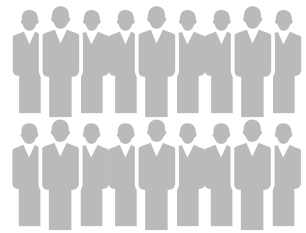


*If available, last year's score was also included with a smaller weight

The analysis of customer experience is based on more than 150,000 customer evaluations

Survey

The survey was conducted using online access panels, providing a representative sample of more than 24,000 American customers. Each of them gave an evaluation of several brands: in total 150,000 evaluations have been collected.



Survey

Online access panel

An online access panel is a sample group set up by a survey company and available for custom-built surveys. People register and agree to take part in online surveys.

~24,000 participants

- ✓ Made a purchase, used a service or gathered information about a product or service in the last 3 years

- ∅ The brands awarded have each received **on average 100 evaluations each** from customers

Categories (1/9)

Each brand grouped by category



Brick and Mortar Retailers: Clothing

1. Apparel
2. Athletic Apparel
3. Baby and Children's Products
4. Bridal Fashion
5. Department Stores
6. Discount Clothing
7. Fashion Accessories
8. Footwear Retailers (multi-brand)
9. Footwear Retailers (single-brand)
10. Jewelry
11. Jewelry (High-End)
12. Lingerie & Underwear
13. Luxury Fashion & Accessories
14. Outdoor Apparel
15. Premium Apparel
16. Purses/Bags
17. Second-Hand Clothing & Products
18. Women's Apparel

Categories (2/9)

Each brand grouped by category



Brick and Mortar Retailers: Food, Health and Beauty

1. Chocolate and Candy Stores
2. Convenience Stores
3. Discount Supermarkets
4. Eyewear
5. Hearing Care
6. Perfume and Cosmetics
7. Pharmacies and Drugstores
8. Supermarkets
9. Superstores and Warehouse Club Stores



Brick and Mortar Retailers: Home Goods

1. Arts and Crafts
2. Auto Supplies
3. Bookstores
4. Camping & Outdoor Gear (Hunting, Fishing)
5. Discount Home Goods
6. Furniture
7. Home Goods & Decor
8. Home Improvement Stores
9. Music/Games/Comics
10. Pet Care
11. Premium Furniture
12. Sporting Goods/Equipment (Team sports, Golf etc.)
13. Toys

Categories (3/9)

Each brand grouped by category

Catering, Restaurants and Leisure

1. Bagel and Sandwich Chains
2. Buffet Restaurants
3. Casual Dining Restaurant Chains
4. Coffeehouse Chains
5. Doughnut Chains
6. Fast-Casual Restaurant Chains
7. Fast-Food Restaurant Chains
8. Ice Cream and Frozen Yogurt Stores
9. Movie Theaters
10. Pizza Chains
11. Upscale Chain Restaurants

Online Retailers: Clothing

1. Apparel (Online)
2. Baby and Children's Products (Online)
3. Footwear (Online)
4. Jewelers (Online)
5. Luxury Fashion Accessories (Online)
6. Occupational Clothing (Online)
7. Women's Apparel (Online)

Categories (4/9)

Each brand grouped by category



Online Retailers: Food, Health and Beauty

1. Adult Beverages
2. Contact Lenses (Online)
3. Eyewear Retailers (Online)
4. Groceries (Online)
5. Meal Kit Services
6. Perfume and Cosmetics (Online)
7. Restaurant Delivery Services
8. Shopping TV Channels
9. Subscription Boxes (Clothing & Other)
10. Vegan and Vegetarian Products (Online)



Online Retailers: Home Goods

1. Booksellers (Online)
2. Consumer Electronics (Online)
3. Flower Retailers (Online)
4. Home Furnishings (Online)
5. Lighting (Online)
6. Office Supplies (Online)
7. Online Home Stores
8. Plant/Flower Retailer (Online)
9. Second-Hand Products (Online)

Categories (5/9)

Each brand grouped by category

Online Retailers: Sports and Leisure

1. Bicycles (Online)
2. Electronic Cigarettes (Online)
3. Fishing Equipment and Clothing (Online)
4. Hobby Store, Model Making (Online)
5. Hunting Gear & Equipment (Online)
6. Musical Equipment (Online)
7. Pet Food and Pet-Related Products (Online)
8. Photo and Video Equipment (Online)
9. Sports and Fitness Nutrition (Online)

Online Retailers: Transportation

1. Auto Parts Retailers (Online)
2. Automotive Marketplace (Online)
3. Motorcycle Parts and Accessories (Online)
4. Tire and Wheel Manufacturers (Online)

Categories (6/9)

Each brand grouped by category



Online Services and Digital Products

1. Book Printing Services
2. Business Printing Services
3. Cloud Storage and Cloud Computing Services
4. Email Services
5. Employment Search Engines
6. Internet Service Providers
7. Language E-Learning Platforms
8. Mobile Carriers and Telecommunications
9. Music Streaming Services
10. Online Dating Sites & Apps
11. Price-Comparison Websites
12. Streaming Services (TV, Video & Movies)
13. Ticketing Services
14. Wedding Registries



Services: Beauty and Wellness

1. Fitness Centers
2. Hair Salons
3. Nutrition and Weight-Loss Programs
4. Spas, Wellness and Beauty



Services: Employment, Education and Child Care

1. Child Care Services
2. Temporary Employment Agencies
3. Tutoring Services

Categories (7/9)

Each brand grouped by category

Services: Insurance

1. AD&D Insurance (Accidental Death and Dismemberment Insurance)
2. Auto Insurance
3. Disability Insurance
4. General Liability Insurance
5. Health Insurance
6. Homeowners Insurance
7. Life Insurance
8. Retirement Planning Solutions
9. Supplemental Insurance
10. Travel Insurance

Services: Personal Services, Home Care and Maintenance

1. Automotive Repair
2. Car Washes
3. Dry-Cleaning Services
4. Home Security
5. House Cleaning and Maid Services
6. Storage Centers

Categories (8/9)

Each brand grouped by category

Services: Real Estate and Banking

1. Asset Management
2. Commercial Banks
3. Crowdfunding Platforms
4. Online Banking
5. Payment Services
6. Real Estate Agencies
7. Real Estate Database
8. Trading and Brokerage Services

Categories (9/9)

Each brand grouped by category



Services: Transportation and Travel

1. Airlines
2. Amusement Park Experience
3. Apartment Hotels, Extended Stays
4. Budget Hotels (1 to 2 Stars)
5. Car Rental
6. Carsharing
7. Cruise Operators
8. Mid-Range Hotels (3 Stars)
9. Flights, Hotels and Holiday Deals Search Engines
11. Gas Stations
12. Low-Cost Airlines
13. Luxury Hotels (5 Stars)
14. Moving Services
15. Music Festivals
16. Premium Hotels (4 Stars)
17. Ridesharing, Taxi
18. Shipping and Delivery Services
19. Travel Agencies
20. Travel Management
21. Vacation Rentals

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Imprint:

Statista Inc.
3 World Trade Center; 36th floor
New York, NY 10007
United States
support@statista.com
www.statista.com
r.statista.com/en/about-us

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The rankings are comprised exclusively of brands that are eligible regarding the scope described in this document. A mention in the ranking is a positive recognition based on survey recommendations and publicly available data sources at the time. The ranking is the result of an elaborate process which, due to the interval of data-collection and analysis, reflects the last three calendar years. Furthermore, events following July 24th, 2024, and/or pertaining to individual persons affiliated/associated to the brands were not included in the metrics. As such, the results of this ranking should not be used as the sole source of information for future deliberations. The information provided in this ranking should be considered in conjunction with other available information about the brands. The quality of brands that are not included in the rankings is not disputed.