



# America's Best Customer Service 2025

Methodology

**Newsweek**

**statista** 

# Methodology – America’s Best Customer Service 2025

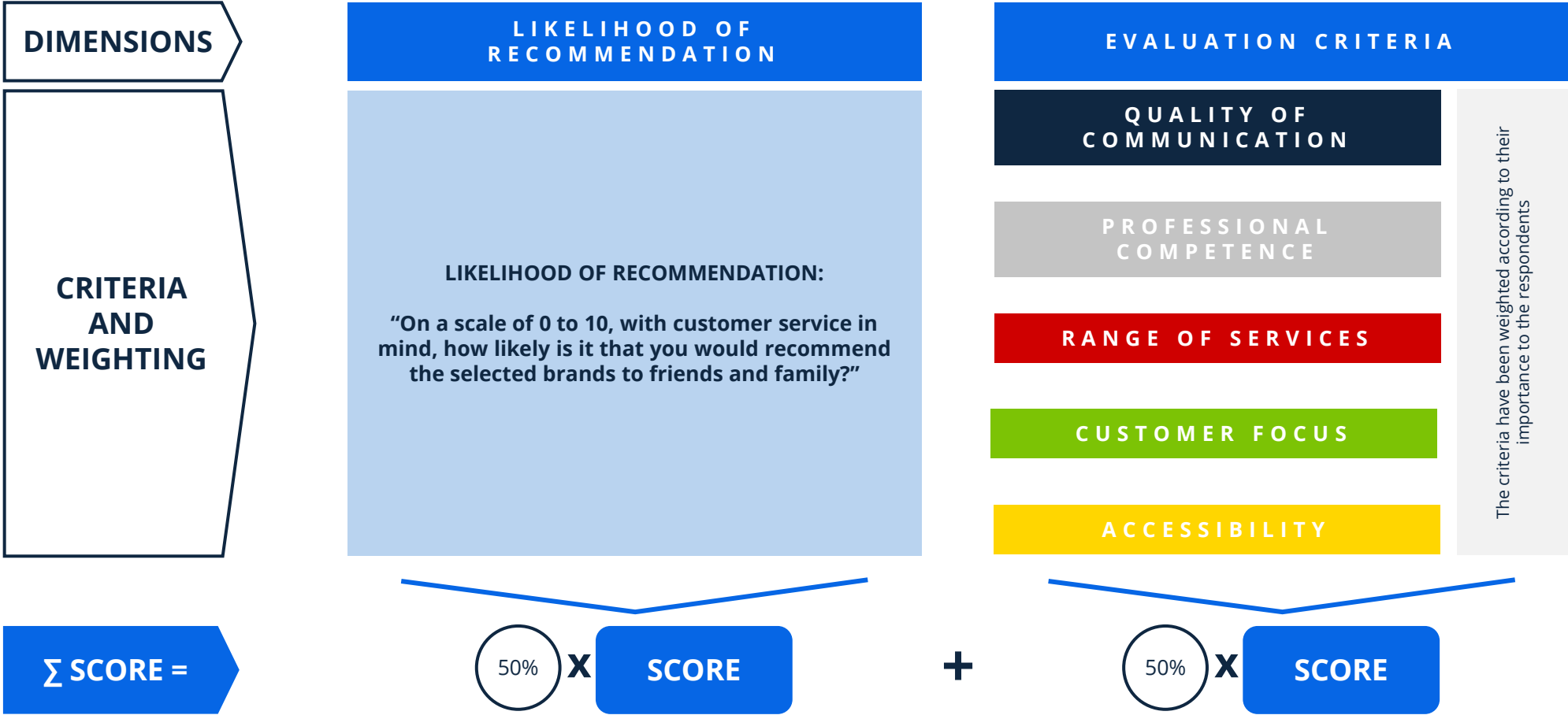
## Summary

- The 2025 America’s Best Customer Service rankings were identified from the results of an independent survey of more than **28,000 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 **200,000 evaluations** were collected. The awarded brands each received **on average 100 evaluations** from customers.
- The survey was conducted on retailers and service providers from **163 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 February to March 2024.
- The final assessment and rankings were based on the **Likelihood of Recommendation** (50% of the final score) and five evaluation criteria (also 50% of the final score):
  1. **Quality of communication:** measures whether the contact (via e-mail, telephone or face to face) was friendly or polite.
  2. **Professional competence:** measures the quality of information received and whether questions were answered correctly and in sufficient detail.
  3. **Range of services** measures the variety of solutions available to fulfill one’s personal expectations.
  4. **Customer focus:** measures whether the customer feels acknowledged and important.
  5. **Accessibility:** measures the availability of customer service in a shop or on a helpline.

The top 3-5 brands based on category size receiving the highest scores in each category were awarded as America’s Best Customer Service 2025

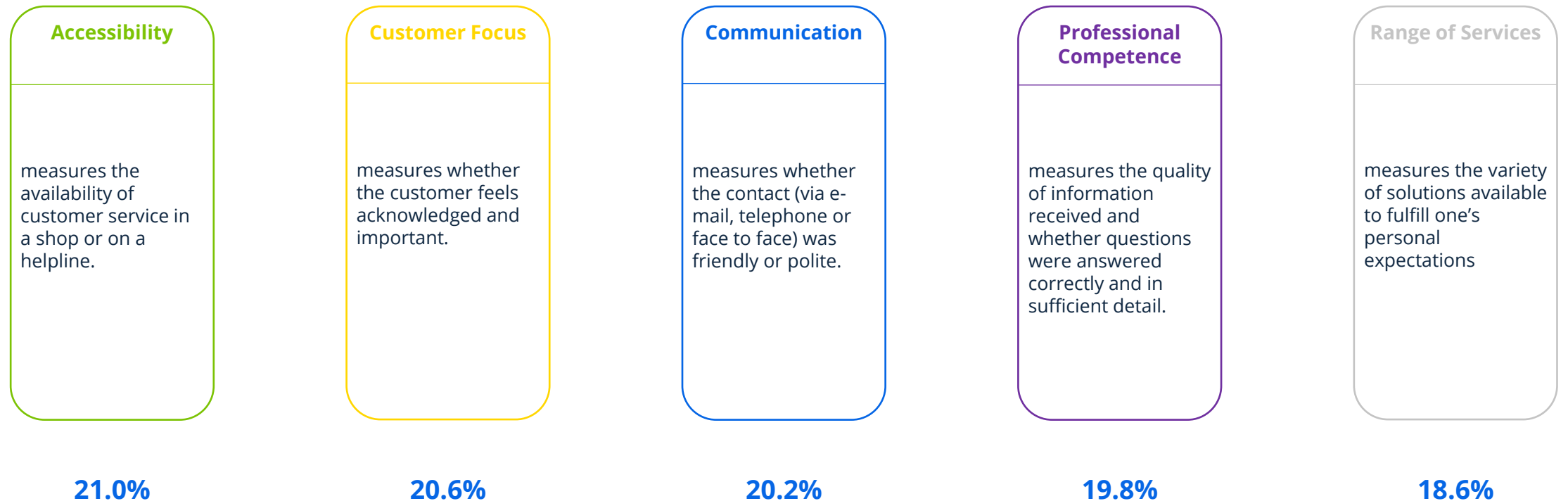
# Methodology - The six criteria to build the score

## Overview



# Weighting of importance for 5 dimensions

Survey participants asked to rank each dimension of customer service by importance



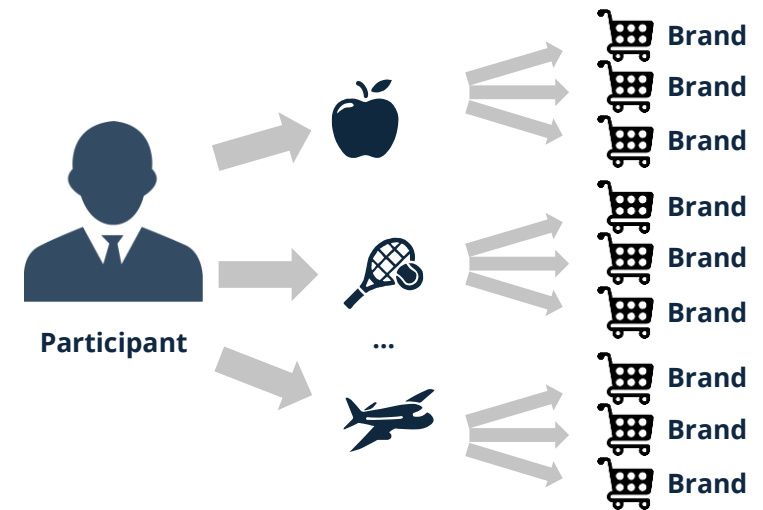
## Weighting\*

\*The dimensions are weighted according to the importance that 30,000 respondents give them in the survey. Displayed above are examples of criteria evaluated.  
Q: When you think about customer service, which aspects do you find particularly important?

# The analysis of customer service is based on more than 200,000 customer evaluations

## Basis

The survey was conducted using online access panels, providing a representative sample of more than 28,000 American customers. Each of them gave an evaluation of several brands: in total 200,000 evaluations have been collected.



### 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.

### ~28,000 participants

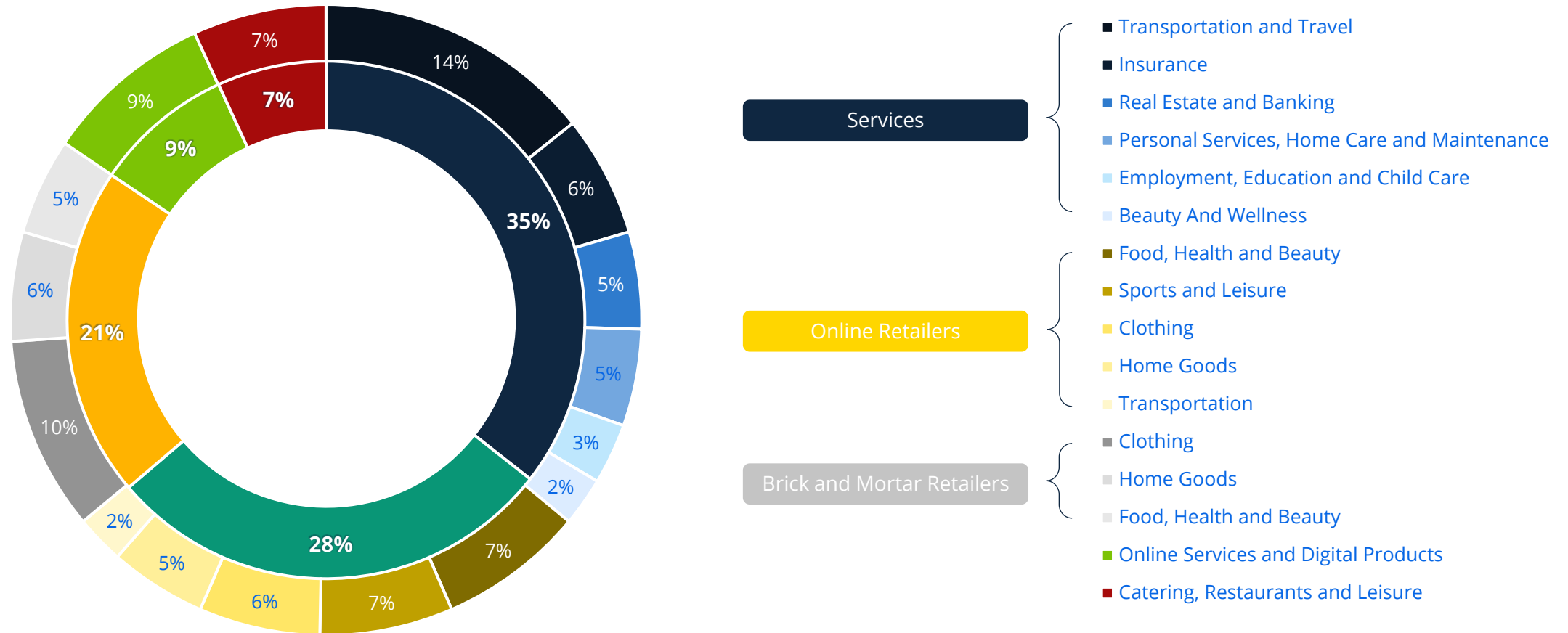
- ✓ Made a purchase, used a service or gathered information about a product or service in the last 3 years

### Survey

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

# The survey covers all types of retailers and service providers

In total, 166 categories are surveyed



# 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. Pet Care
10. Premium Furniture
11. Sporting Goods/Equipment (Team sports, Golf etc.)
12. 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. Members-Only Sales (Online)
7. Occupational Clothing (Online)
8. 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. Medical Supplies (Online)
7. Perfume and Cosmetics (Online)
8. Restaurant Delivery Services
9. Shopping TV Channels
10. Subscription Boxes (Clothing & Other)
11. Subscription Boxes (Makeup & Cosmetics)
12. 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. Second-Hand Products (Online)

# Categories (5/9)

Each brand grouped by category

## **Online Retailers: Sports and Leisure**

1. Bicycles (Online)
2. Costumes and Accessories (Online)
3. Electronic Cigarettes (Online)
4. Fishing Equipment and Clothing (Online)
5. Hobby Store, Model Making (Online)
6. Hunting Gear & Equipment (Online)
7. Musical Equipment (Online)
8. Party Supplies (Online)
9. Pet Food and Pet-Related Products (Online)
10. Photo and Video Equipment (Online)
11. 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. Language Schools
3. Nanny and Au Pair Agencies
4. Temporary Employment Agencies
5. 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. Handyman Referral Services and Home Repairs
5. Home Security
6. Home-Care Services For Seniors and Disabled
7. House Cleaning and Maid Services
8. 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. Bus Carriers
6. Car Rental
7. Carsharing
8. Cruise Operators
9. Mid-Range Hotels (3 Stars)
10. 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. Shipping and Delivery Services
18. Spa Resort & Retreats
19. Travel Agencies
20. Travel Management
21. Vacation Rentals

# Imprint

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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 May 15th, 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.