



# America's Most Reliable Companies 2025

Methodology

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**Newsweek**

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# What makes a B2B company one of America's most reliable?

## Introduction – America's Most Reliable Companies 2025

When partnering with a business-to-business (B2B) company, establishing a strong relationship is essential. **Reliability** is a key indicator of a prosperous collaboration and plays a crucial role in its success. It encompasses various aspects - the ease of doing business, value for money, consistency of deliverables, and reputation for dependability. Each of these segments is crucial in ensuring a reliable partnership. Companies that excel in all these areas, as rated by survey respondents, earn the prestigious title of 'America's Most Reliable Companies'.

The '**America's Most Reliable Companies 2025**' ranking sheds light on what businesses prioritize when choosing to partner with a company. The factor that emerged as the most predictive of overall likelihood to recommend a company was 'consistency of deliverables,'<sup>(1)</sup> which refers to whether the company consistently meets or exceeds expectations in both quality and timeliness.

The 2025 edition of the America's Most Reliable Companies ranking offers invaluable insights into the companies that have distinguished themselves by delivering **exceptional reliability**.



# Methodology – America's Most Reliable Companies 2025

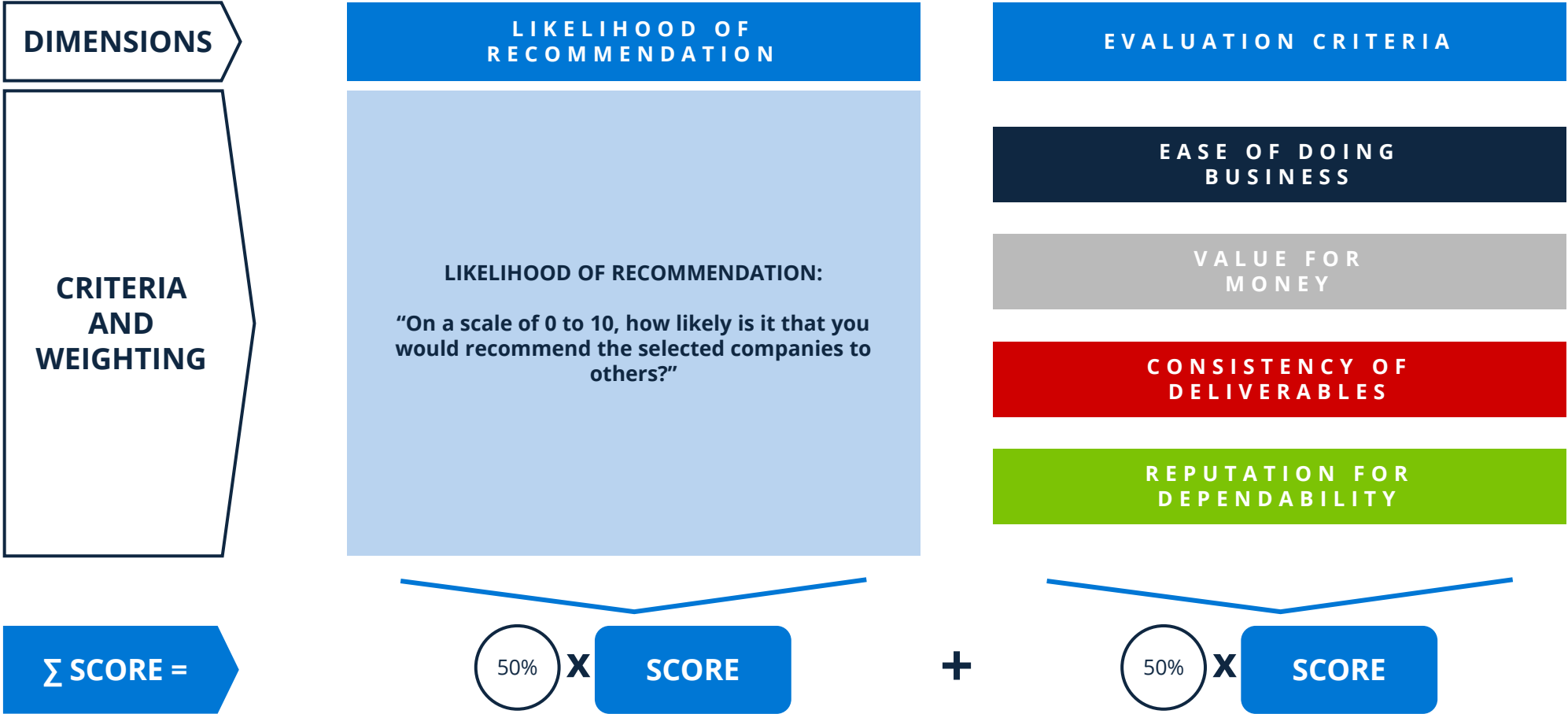
## Summary

- The 2025 America's Most Reliable Companies rankings were identified from the results of an independent survey of **decision makers** at American companies, including many of the country's largest firms by revenue. Over **1,700 decision-makers who regularly do business with B2B companies** and have either made purchases, used services, or gathered information about B2B companies in the past three years took part in the survey. Respondents evaluated several companies: in total over **30,000 evaluations** were collected. The awarded companies each received **on average over 100 evaluations** from respondents.
- The survey covered B2B companies across various industries in the USA, providing results for a broad-spectrum of B2B experiences. Survey respondents could evaluate any B2B company they have done business with or sought information about in the last three years. Companies have been awarded based on the level at which they interact with clients, specifically recognizing their doing-business-as names. Only companies that operate independently and do business with B2B clients were eligible for the ranking.
- In total the survey took an average of 10-15 minutes to complete, and the field period ran from August to September 2024.
- The final assessment and rankings were based on the Likelihood of Recommendation (50% of the final score) and four weighted evaluation criteria (also 50% of the final score):
  1. **Ease of doing business:** measures the convenience of interaction with the company and efficiency of processes
  2. **Value for money:** measures cost-effectiveness and quality relative to price
  3. **Consistency of deliverables:** measures whether the company consistently meets or exceeds expectations in quality and timeliness of deliverables
  4. **Reputation for dependability:** measures the company's ability to consistently fulfill commitments and maintain customer trust

The top 300 companies receiving the highest scores were awarded as America's Most Reliable Companies 2025

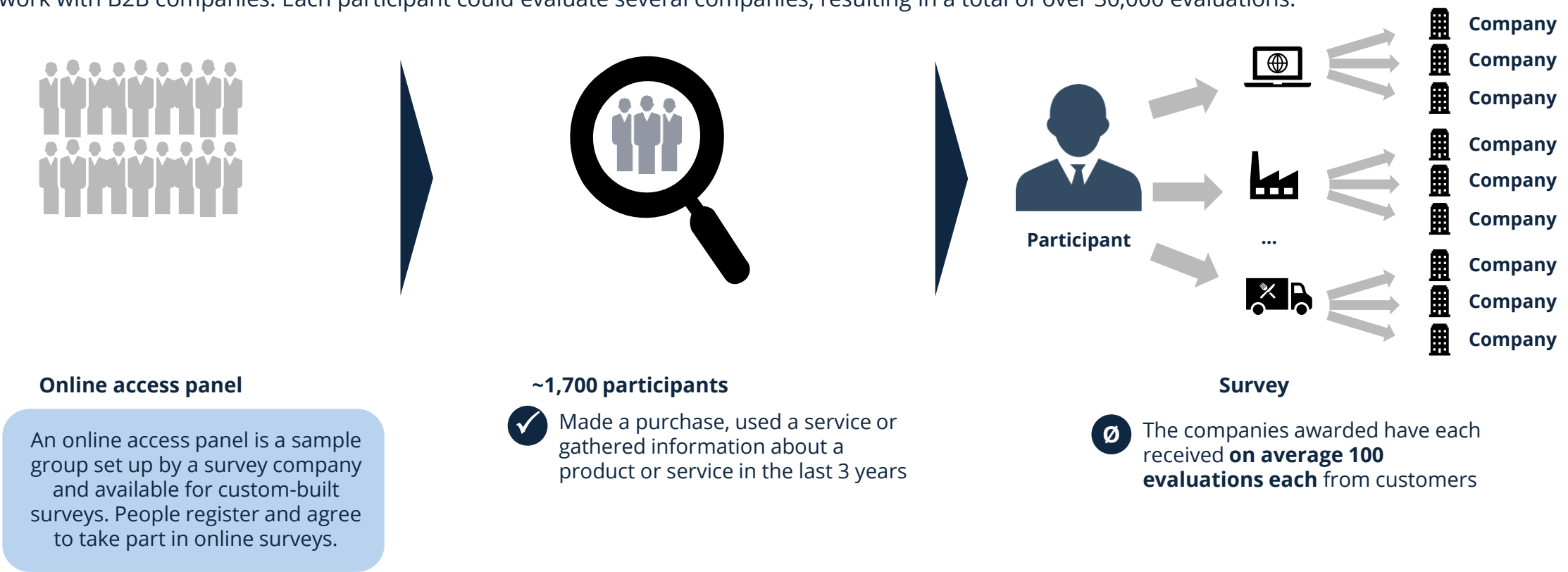
# Methodology –The five criteria to build the score

Overview



# Analysis based on evaluations by decision-makers from America's largest companies

The survey was conducted using online access panels, providing a representative sample of more than 1,700 American decision-makers who regularly work with B2B companies. Each participant could evaluate several companies, resulting in a total of over 30,000 evaluations.



# Imprint

## **Imprint:**

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The rankings are comprised exclusively of companies 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 September 15th, 2024, and/or pertaining to individual persons affiliated/associated to the companies 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 companies. The quality of companies that are not included in the rankings is not disputed.