

# Customer Loyalty Industry Benchmark

Kenya

Q3 2019



# AJUA

## Background

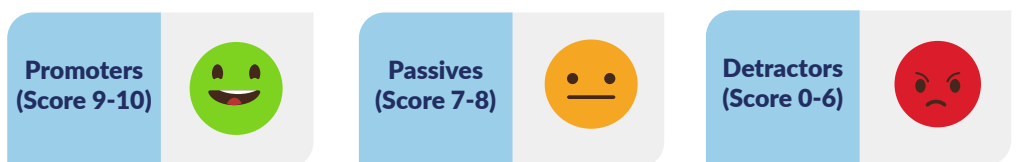
Businesses are increasingly measuring their Customer Loyalty using the Net Promoter Score (NPS). In addition to providing businesses with realtime NPS based customer feedback, Ajua has established Quarterly Customer Loyalty Industry benchmarks to allow businesses to:

- 1 Know the industry standards they are measured against.
- 2 Make comparisons and set improvement goals.

## NPS Explained

The Net Promoter Score is a customer loyalty metric based on the question:

*On a scale of 0-10, (0 being unlikely and 10 being highly likely) how likely are you to recommend \_\_\_\_ to your family and friends?*



## Overall Industry Net Promoter Score (NPS)

