

The 2020 America's Best Customer Service rankings were derived from an independent survey involving over 20,000 U.S. customers who had engaged with various brands through purchases, services, or product inquiries within the last three years, resulting in a total of 115,115 evaluations. The survey encompassed retailers and service providers across 160 categories, focusing on brands with significant reputation, turnover, or market share. For brick-and-mortar categories, only those present in at least two census regions were included, while online categories featured primarily online retailers. The survey, conducted from July to August 2019, took participants an average of 9-11 minutes to complete. The final rankings were determined by the Net Promoter Score (NPS), which accounted for 50% of the score, alongside five weighted evaluation criteria: quality of communication, professional competence, range of services, customer focus, and accessibility, each contributing to the remaining 50%. The top three brands in each category were recognized as America's Best Customer Service 2020. The survey utilized online access panels to ensure a representative sample, with each awarded brand receiving nearly 100 evaluations from customers. The methodology highlights the comprehensive nature of the survey, which included various sectors such as transportation, insurance, real estate, personal services, and more, ensuring a broad spectrum of customer experiences was captured.