NPS industry benchmarks

With commentary from:
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Knowing how your NPS measures up is only useful if you're comparing it to the right numbers. That's why Clientshare builds accurate, industry-specific benchmarks each year, drawing on consistently gathered data from its platform, Pulse, across all supplier accounts and supporting it with external NPS research. Unlike one-off scores that are often used for promotional purposes, these benchmarks reflect true, ongoing buyer sentiment. The result is a reliable, up-to-date view of how your industry is performing, giving you a clear CX target, and the opportunity to stand out.

Business Reviews sent through Clientshare Pulse have the NPS question, 'How likely are you to recommend us to a friend or colleague?', included as standard. This means Clientshare Pulse users receive NPS insights every time they send a review, building a comprehensive picture of NPS standards across these key industries: Facilities Management, Contract Catering, Logistics, Manufacturing, Business Process Outsourcing (BPO) and IT Services.

FACILITIES MANAGEMENT

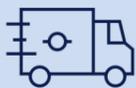INDUSTRY AVERAGE NPS
+41
+32 2025 NPS

"We saw a big improvement from 2025 to 2026. As costs settled, FM teams delivered more consistent work and clients felt the difference. AI-powered maintenance tools helped providers stay ahead of issues, and the shift away from pure cost-cutting helped relationships stabilise and sentiment rise."

CONTRACT CATERING

INDUSTRY AVERAGE NPS
+39
+32 2025 NPS

"We saw a clear lift from 2025 to 2026. Better food quality, more choice and fewer supply-chain issues made a big difference. AI supported planning and allergen management behind the scenes. Satisfaction rose quickly once the basics improved again."

LOGISTICS

INDUSTRY AVERAGE NPS
+41
+43 2025 NPS

"In 2025 we saw B2B logistics NPS fall as global disruption weakened delivery reliability. Geopolitical tensions, climate-driven events, fuel volatility and port congestion slowed shipments and raised costs. Customers noticed slower deliveries and poorer communication. To protect NPS, firms need real-time visibility, proactive updates and stronger resilience."

MANUFACTURING

INDUSTRY AVERAGE NPS
+49
+46 2025 NPS

"Manufacturing continued its steady climb year-on-year. AI-supported automation and predictive maintenance improved reliability compared with 2025. Clearer communication around lead times also helped. Not flashy progress, but solid — and customers responded well to that."

BUSINESS PROCESS OUTSOURCING

INDUSTRY AVERAGE NPS
+52
+48 2025 NPS

"BPO had another strong year. AI was a major factor again, reducing errors and giving clients clearer insight than in 2025. Customers told us they felt more supported and informed. The combination of scale, speed and consistency kept the sector moving upward from 2025 to 2026."

IT SERVICES

INDUSTRY AVERAGE NPS
+42
+40 2025 NPS

"A small rise year-on-year, but still positive. AI helped improve monitoring and support compared with 2025, but cyber-risk and stretched teams continued to limit bigger gains. We saw progress, just not dramatic progress across the sector."

Download 'The essential guide to NPS' today

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