



The Industry with the Best-rated Support is Among the Least Likely to be Recommended

Simplesat's 2026 CSAT & NPS benchmark report draws on 3.5 million survey responses.

SIOUX FALLS, SD, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- Technology companies have the best-rated support of any industry measured, at 92.4% CSAT. On advocacy they sit near the bottom of the study, with an NPS of 45. Consumer Products runs the other way, with the lowest satisfaction at 73.4% and one of the highest advocacy scores at 60.

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Cory Brown

The figures come from the [2026 CSAT & NPS benchmark report](#), published by Simplesat, a [customer feedback platform](#) built for support and CX teams. The dataset covers 3,504,447 responses collected through Simplesat between January 1 and December 31, 2025. Across the study, the average CSAT is 87.8% and the average NPS is 52. Every company in the study uses Simplesat and actively

collects customer feedback, so the figures are benchmarks for teams already measuring rather than a representative sample of all businesses.

Against those averages, a single score is hard to read. A 90% CSAT looks strong, but it sits below the Technology average and well above the Consumer Products average, so the same number means something different depending on the industry.

A company can also sit above the average on satisfaction and below it on advocacy. Customers are happy with the help they get, but they will not recommend the company. Simplesat calls that the satisfaction-advocacy gap.

"You can have customers who rate every interaction highly and still won't recommend you," said Cory Brown, founder and CEO of Simplesat. "It's hard for a support team to hear, because closing that gap isn't their job. But it does tell you where to look."

The full report breaks both scores down by industry and company size, tracks them month by month, and sets out how to read the two together. It is available at <https://www.simplesat.io/csat-nps-benchmarks>.

Cite as: *Simplesat, 2026 CSAT & NPS Benchmark Report*. Please link to <https://www.simplesat.io/csat-nps-benchmarks>.

****About Simplesat****

Founded in 2016, Simplesat is a customer feedback platform for support and CX teams, used by more than 1,000 brands to collect and act on CSAT, CES, NPS, 5-star, and custom survey feedback. Simplesat has native apps for Zendesk, Gladly, and Gorgias, integrates with Intercom, Salesforce, HubSpot, and Jira Service Management among 100+ integrations, is SOC 2 Type II attested and GDPR and CCPA compliant. Plans start at \$109 per month billed annually. Learn more at <https://www.simplesat.io>.

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