Customer satisfaction averages range from 73% to 92% across 8 industries, according to Simplesat's 2026 benchmark report

SIOUX FALLS, SD, UNITED STATES, September 29, 2026 /EINPresswire.com/ -- Average customer satisfaction ranges from 73.4% to 92.4% from one industry to the next, according to Simplesat's 2026 CSAT & NPS benchmark report. Technology averages the highest of the eight industries measured and Consumer Products the lowest.

> We segmented this data by industry because averages hide things. Track your CSAT against your industry and against your own last quarter, and you'll have an honest read on where your support stands”
> *Cory Brown, CEO of Simplesat*

The report's CSAT findings draw on 2,899,004 of the 3,504,447 responses collected between January 1 and December 31, 2025, through Simplesat, a customer feedback platform for support and CX teams. Every company in the study uses Simplesat and actively collects customer feedback. CSAT is the share of survey responses customers rate positively.

Technology averages 92.4%, followed by Industrial & Manufacturing at 91.3% and Professional Services at 90.7%. Healthcare & Life Sciences averages 88.6% and Energy & Utilities 86.0%. Marketing & Media averages 80.7%, Retail & Wholesale 78.5%, and Consumer Products 73.4%.

The overall benchmark of 87.8% can obscure differences that large. A Consumer Products company scoring 80% is comfortably ahead of its industry average, while a Technology company with the same score is well behind.

Company size shows much less variation. The lowest average, 83.6%, comes from companies with 201 to 500 employees. The highest, 90.3%, comes from companies with 11 to 50.

"We segmented this data by industry because averages hide things," said Cory Brown, founder and CEO of Simplesat. "Track your CSAT against your industry and against your own last quarter, and you'll have an honest read on where your support stands."

The full report is available at https://www.simplesat.io/csat-nps-benchmarks.

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About Simplesat

Founded in 2016, Simplesat is a customer feedback platform for support and CX teams, used by more than 1,000 support teams to collect and act on CSAT, NPS, CES, 5-star, and custom survey feedback. Simplesat is SOC 2 Type II, GDPR, and CCPA compliant. Learn more at https://www.simplesat.io.

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