METHODOLOGY

America's Best Customer Service 2026

in collaboration with **Newsweek**

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September 2025

For the eighth time, Newsweek and Statista have awarded brands in America's Best Customer Service ranking

Ranking's cornerstones

Relevance of Ranking

- **The America's Best Customer Service 2026 ranking** was determined through an independent survey of over **200,000 customers evaluations.** Participants included individuals who had made purchases, used services, or researched products and services within the past three years.

- The top 3 to 5 brands in each category—depending on category size—with the highest scores were recognized as America's Best Customer Service 2026.

- The field period ran from **June to July 2025**. In total the survey took an average of around 13 minutes to complete.

Executive Summary

- **Title of ranking:** America's Best Customer Service 2026

- **Media partner:** Newsweek

- **Edition:** 8th

- **Number of awardees:** *730*

- **Methodology:** S*urvey was conducted using online access panels of US customers*

- **Criteria used for determining rank**: Final rankings were determined by two components: **Likelihood of Recommendation** (50% of the final score) and **five evaluation criteria** (50%): Quality of Communication, Professional Competence, Range of Services, Customer Focus, and Accessibility. In the **brick-and-mortar categories**, only retailers and service providers present in at least two census regions have been included in the list. In the **online categories**, only retailers and service providers present online have been included in the list.

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The analysis of the best customer service is based on more than **200,000 customer evaluations**

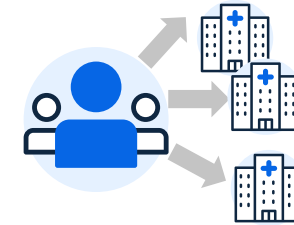Data collection through online access panels

Online Access Panel and Open Survey

An online access panel is a sample group set up by a survey company and available for custom-built surveys. People register and agree to take part in online surveys.

Participants

Made a purchase, used a service or gathered information about a product or service in the last 3 years

Survey

The surveys were conducted during the months from **June to July 2025.**
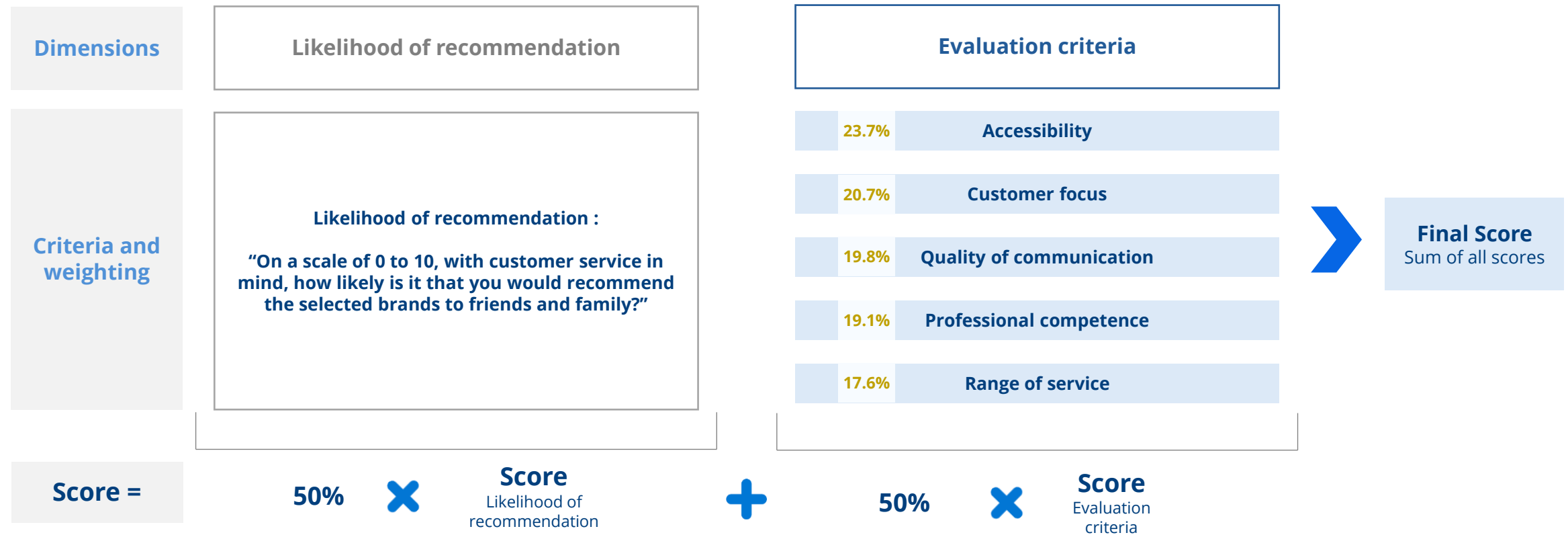In total the survey took an average of **13** minutes to complete.

The survey was conducted using online access panels, providing a representative sample **in the United States**, with different demographic profiles. Each of them gave an evaluation of several brands: **in total 200,000** evaluations have been collected.

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The survey considers the **likelihood of recommendation** and **five evaluation criteria** to identify the Best Customer Service.
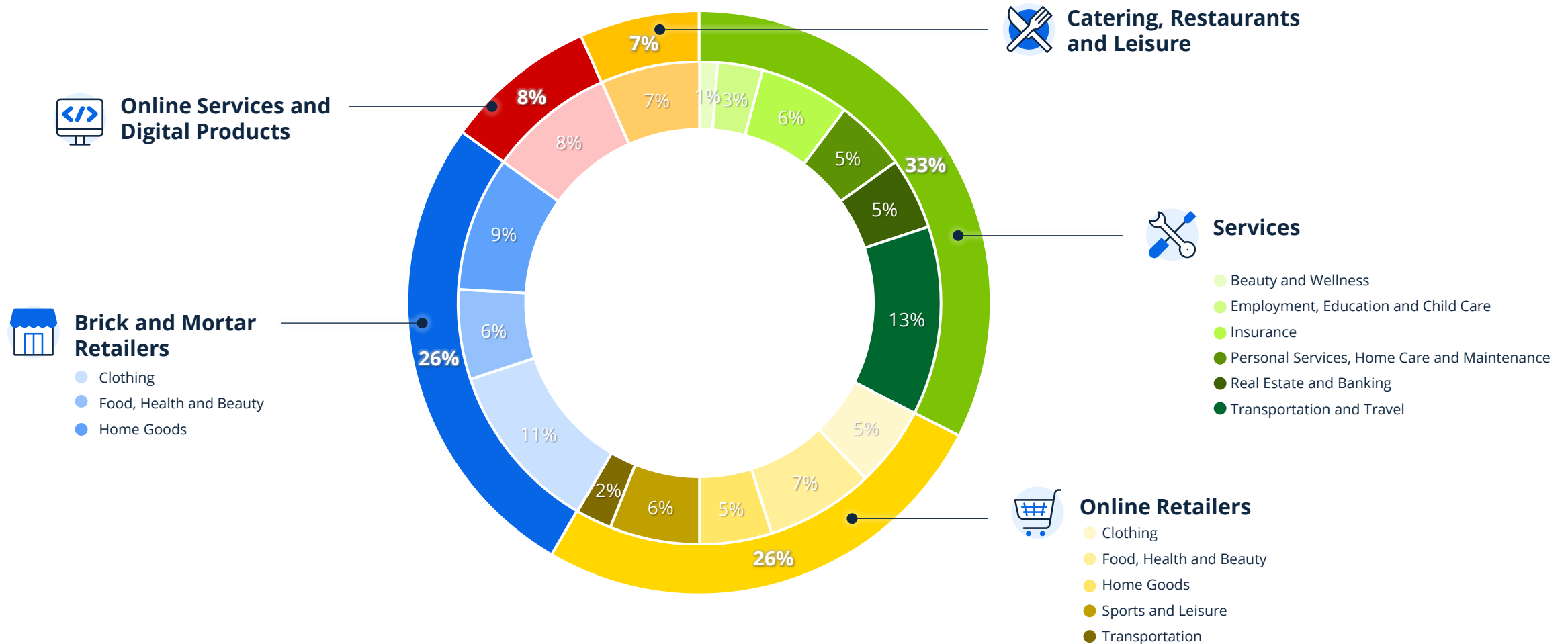
Five Evaluation Criteria

1 Likelihood of recommendation

How likely the respondent is to recommend the specific brands to family and friends.

2 Quality of communication

Measures whether the contact (via e-mail, telephone or face to face) was friendly and polite.

3 Professional competence

Measures the quality of information received and whether questions were answered correctly and in sufficient detail.

4 Range of Services

Measures the variety of solutions available to fulfill one's personal expectations.

5 Customer focus

Measures whether the customer feels acknowledged and important.

6 Accessibility

Measures the availability of customer service in a shop or on a helpline.

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The scoring model is founded on two key dimensions: The Likelihood of recommendation and Five Evaluation Criteria

Overview

Dimensions	Likelihood of recommendation	Evaluation criteria

Criteria and weighting

Likelihood of recommendation :

"On a scale of 0 to 10, with customer service in mind, how likely is it that you would recommend the selected brands to friends and family?"

23.7%	Accessibility
20.7%	Customer focus
19.8%	Quality of communication
19.1%	Professional competence
17.6%	Range of service

Final Score
Sum of all scores

Score =   50% ✕ **Score** Likelihood of recommendation ✛ 50% ✕ **Score** Evaluation criteria

*The evaluation criteria are weighted according to the importance that respondents gave them in the survey

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The survey has extensive market coverage, considering all types of retailers and service providers.

In total, 166 categories were surveyed.

Catering, Restaurants and Leisure

Online Services and Digital Products

Services
- Beauty and Wellness
- Employment, Education and Child Care
- Insurance
- Personal Services, Home Care and Maintenance
- Real Estate and Banking
- Transportation and Travel

Brick and Mortar Retailers
- Clothing
- Food, Health and Beauty
- Home Goods

Online Retailers
- Clothing
- Food, Health and Beauty
- Home Goods
- Sports and Leisure
- Transportation

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Categories (1/6)

Each brand grouped by category

Brick and Mortar Retailers: Clothing

1. Apparel
2. Athletic Apparel
3. Baby/Children's Clothing
4. Bridal Fashion
5. Department Stores
6. Discount Clothing
7. Fashion Accessories
8. Footwear General
9. Footwear High End
10. Footwear Running
11. Jewelry
12. Jewelry High End
13. Lingerie
14. Luxury Fashion Accessories
15. Outdoor Apparel
16. Premium Apparel
17. Purses/Bags
18. Second Hand
19. Women's Apparel

Brick and Mortar Retailers: Home Goods

1. Arts & Crafts
2. Auto Supplies
3. Bedroom Furniture & Bedding
4. Bookstores
5. Camping & Outdoor Gear (Hunting, Fishing)
6. Discount Home Goods
7. Furniture
8. Home Goods & Decor
9. Home Improvement Stores
10. Music/Games/Comics
11. Party Supplies
12. Pet Care
13. Premium Furniture
14. Sporting Goods/Equipment (Team sports, Golf etc.)
15. Toys

Brick and Mortar Retailers: Food, Health and Beauty

1. Chocolate & Candy Stores
2. Convenience Stores
3. Discount Supermarkets
4. Eyewear
5. Hearing Care
6. Organic Supermarkets
7. Perfume & Cosmetics
8. Pharmacies & Drugstores
9. Supermarkets
10. Superstores & Warehouse Club Stores

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Categories (2/6)

Each brand grouped by category

Catering, Restaurants and Leisure

1. Bagel & Sandwich Chains
2. Buffet Restaurants
3. Casual Dining Restaurant Chains
4. Coffeehouse Chains
5. Doughnut Chains
6. Fast-Casual Restaurant Chains
7. Fast-Food Restaurant Chains
8. Ice Cream & Frozen Yogurt Stores
9. Movie Theaters
10. Pizza Chains
11. Upscale Chain Restaurants

Online Retailers: Clothing

1. Apparel (Online)
2. Baby & Children's Products (Online)
3. Footwear (Online)
4. Jewelers (Online)
5. Luxury Fashion & Accessories (Online)
6. Members-Only Sales (Online)
7. Men's Accessories (Online)
8. Occupational Clothing (Online)
9. Women's Apparel (Online)

Online Retailers: Food, Health and Beauty

1. Adult Beverages
2. Contact Lenses (Online)
3. Eyewear Retailers (Online)
4. Groceries (Online)
5. Meal Kit Services
6. Medical Supplies (Online)
7. Perfume & Cosmetics (Online)
8. Restaurant Delivery Services
9. Shopping TV Channels
10. Subscription Boxes (Clothing & Other)
11. Subscription Boxes (Makeup & Cosmetics)
12. Vegan & Vegetarian Products (Online)

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Categories (3/6)

Each brand grouped by category

Online Retailers: Home Goods

1. Booksellers (Online)
2. Consumer Electronics (Online)
3. Home Furnishings (Online)
4. Lighting
5. Office Supplies (Online)
6. Online Home Stores
7. Plant/Flower Retailer (Online)
8. Second-Hand Products (Online)

Online Retailers: Sports and Leisure

1. Bicycles (Online)
2. Costumes & Accessories (Online)
3. Electronic Cigarettes (online)
4. Fishing Equipment & Clothing (Online)
5. Hunting Gear & Equipment (Online)
6. Musical Equipment (Online)
7. Party Supplies (Online)
8. Pet Food & Pet-Related Products (Online)
9. Photo & Video Equipment (Online)
10. Sports & Fitness Nutrition (Online)

Online Retailers: Transportation

1. Auto Parts Retailer (Online)
2. Automotive Marketplace (Online)
3. Motorcycle Parts & Accessories (Online)
4. Tire & Wheel Manufacturers (Online)

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Categories (4/6)

Each brand grouped by category

Online Services and Digital Products

1. Book Printing Services
2. Business Printing Services
3. Cloud Storage & Cloud Computing Services
4. Email Services
5. Employment Search Engines
6. Internet Service Providers
7. Language E-Learning Platforms
8. Mobile Carriers & Telecommunications
9. Music Streaming Services
10. Online Dating Sites
11. Pay-Per-View Services & Video-On-Demand
12. Price-Comparison Websites
13. Ticketing Services
14. Wedding Registries

Services: Beauty and Wellness

1. Fitness Centers
2. Hair Salons

Services: Employment, Education and Child Care

1. Child Care Services
2. Language Schools
3. Nanny & Au Pair Agencies
4. Temporary Employment Agency
5. Tutoring Services

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Categories (5/6)

Each brand grouped by category

Services: Insurance

1. AD&D Insurance (Accidental Death and Dismemberment Insurance)
2. Auto Insurance
3. Disability Insurance
4. General Liability Insurance
5. Health Insurance
6. Homeowners Insurance
7. Life Insurance
8. Retirement Planning Solutions
9. Supplemental Insurance
10. Travel Insurance

Services: Personal Services, Home Care and Maintenance

1. Automotive Repair
2. Car Washes
3. Dry-Cleaning Services
4. Handyman Referral Services & Home Repairs
5. Home Security
6. Home-Care Services For Seniors & Disabled
7. House Cleaning & Maid Services
8. Storage Centers

Services: Real Estate and Banking

1. Asset Management
2. Commercial Banks
3. Crowdfunding Platforms
4. Online Banking
5. Payment Services
6. Real Estate Agencies
7. Real Estate Database
8. Trading & Brokerage Services

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Categories (6/6)

Each brand grouped by category

✈ Services: Transportation and Travel

1. Airlines
2. Amusement Park Experience
3. Apartment Hotels, Extended Stays
4. Budget Hotel (1 to 2 stars)
5. Bus Carriers
6. Car Rentals
7. Cruise Operators
8. Economy Hotel (3 stars)
9. Flights, Hotels & Holiday Deals Search Engines
10. Gas Stations
11. Low-Cost Airlines
12. Luxury Hotel (5 stars)
13. Moving Services
14. Music Festival

15. Premium Hotel (4 stars)
16. Ridesharing, Taxi
17. Shipping & Delivery Services
18. Spa Resort & Retreat
19. Travel Agencies
20. Travel Management
21. Vacation Rental

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Legal disclaimer for the ranking America's Best Customer Service 2026

Disclaimer

The rankings are comprised exclusively of brands that are eligible regarding the scope described in this document. A mention in the ranking is a positive recognition based on customers' evaluations and the data sources available at the time. The ranking is the result of an elaborate process which, due to the interval of data-collection and analysis, is a reflection of the last calendar year. Furthermore, events following August 31st, 2025, and/or pertaining to individual persons affiliated/associated to the facilities were not included in the metrics. As such, the results of this ranking should not be used as the sole source of information for future deliberations. The information provided in this ranking should be considered in conjunction with other available information about the brands or, if possible, accompanied by a visit to the company. The quality of brands that are not included in the rankings is not disputed.

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