



The Boomers are Retiring, Gen Z and Millennials are Leaving. Do You Have a Strategy?

Moderated by:



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 **SATISFYD**

Voice of Experience:



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Sales Manager



**WELCOME — TAKE A SEAT
& SCAN TO LEARN MORE**

Booth 250



NPS Score by Generation:

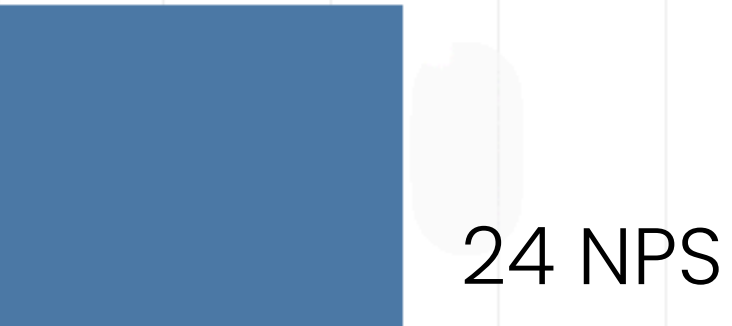
NPS score based on the question how likely is it you would recommend this company as a place to work



**Baby Boomer
(1946-1964)**



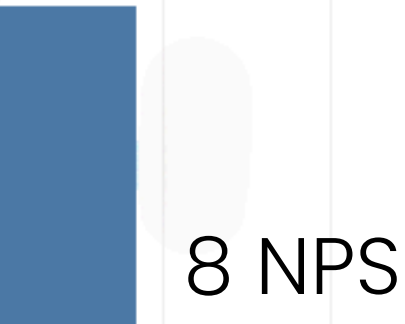
**Generation X
(1965-1980)**



**Millennial
(1981-1996)**



**Generation Z
(1997-2012)**

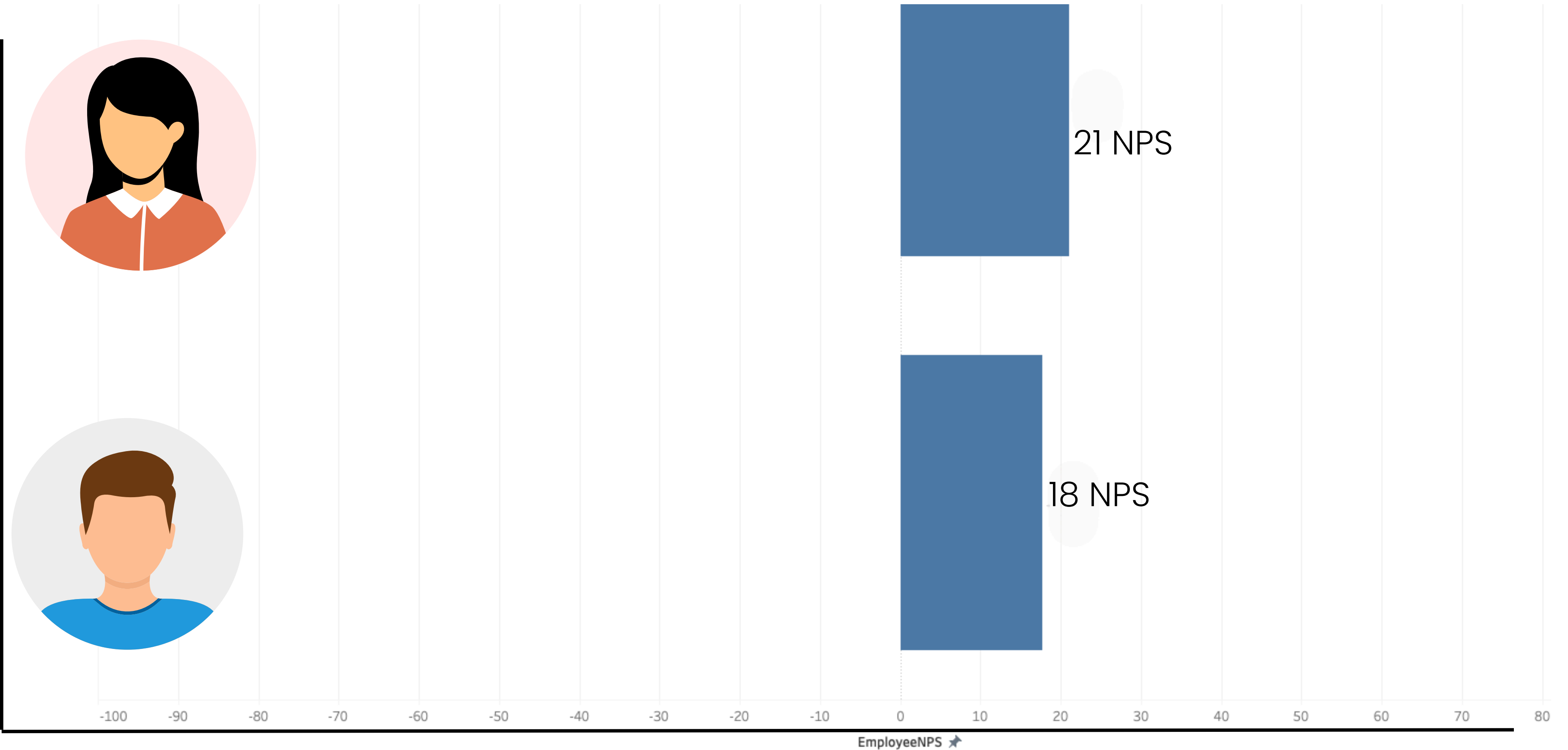


-100 -90 -80 -70 -60 -50 -40 -30 -20 -10 0 10 20 30 40 50 60 70 80 90 100

EmployeeNPS ★

NPS Score by Gender:

NPS score based on the question how likely is it you would recommend this company as a place to work



NPS Score by Generation/Gender:

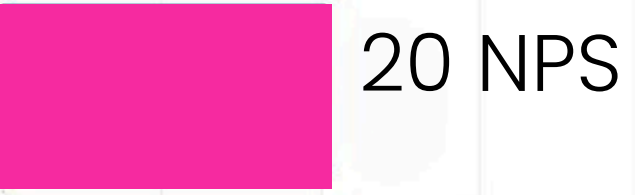
NPS score based on the question how likely is it you would recommend this company as a place to work



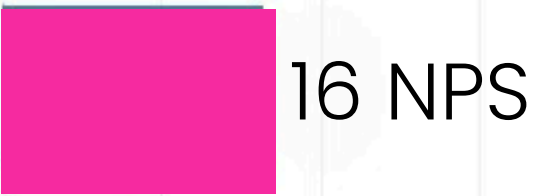
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EMPLOYEE & CUSTOMER EXPERIENCE BENCHMARK REPORT

How do you measure up against your competition in the equipment industry?

2025

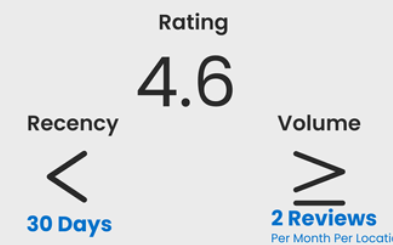
INDICATORS

Tracking the right customer and employee experience KPIs enables data-driven decisions to boost satisfaction, enhance efficiency, and foster continuous improvement culture.

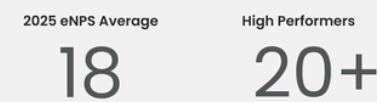
NPS	Net Promoter Score	Measures the likelihood of customers recommending a company's products or services to others.
eNPS	Employee Net Promoter Score	Measures willingness to recommend company as great place to work.
★	Online Reputation Score	Evaluation of a company's online presence based on the reviewer's experience.

★ **SATISFYD Reviews** dealer groups have received an average rating of 4.6 out of 5 stars this year, reflecting an increase from the previous year. The number of customer reviews in our industry remains strong, with an average of 2 new reviews per month.

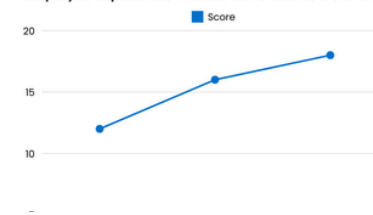
Keeping reviews current is crucial, with at least two new reviews coming in each month to maintain credibility and relevance. Nearly half of the dealer groups experienced an increase in reviews, thanks to the streamlined and convenient process provided by SATISFYD Reviews. However, only 36% of dealers improved their ratings, underscoring a key opportunity to act on customer feedback and drive meaningful improvements.



📈 This 2 point increase to an overall score of 18 reflects a continued positive trend for the past 3 years. Despite industry challenges, dealerships can foster motivated and satisfied employees. The steady growth in eNPS highlights the impact of a strong feedback system in driving meaningful improvements.



Employee Experience Trends: eNPS Scores Over Time





Resource Hub

- Voice of Customer
- Voice of Employee
- SATISFYD Reviews
- Industry Benchmarks
- Virtual Summit
- Customer Stories



SATISFYD

**Making Customer &
Employee Experience
Your Competitive
Advantage**