# Winners of the 2013 Multi-Sector Customer Advocacy Monitor Announced – Market Probe

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Market Probe is pleased to announce the winners of this yearâ€™s national customer survey on Customer Advocacy. Winners scored the highest in each of their respective categories and are recognized for their ability to produce and sustain advocacy behaviour. The national customer survey of 6,000 households compared profiles with the top brands in six major industry sectors, asking customers to evaluate their recent customer and brand experience.

Winning Banks

Chase Bank led the way for Customer Advocacy in the category of National Banks. SunTrust and BB&T ranked at the top of the Super Regional Banks category, and Huntington Bank and Union Bank scored highest among Regional Banks.

Winning Investment Companies

Edward Jones ranked highest in the Brokerage Category and Vanguard scored highest in the Asset Management Category.Â  Customers cited the ease of doing business and investment products these companies had to offer. Â

Winning Credit Card Companies

Co-Winners for the Credit Card Category, Discover Card and American Express, showed that branded cards do slightly better on customer advocacy than bank issued credit cards.

Winning Auto Manufacturers

Co-Winners Honda and Hyundai lead the way in sector advocacy having established powerful emotional connections with consumers.

Winning Casual Dining Restaurants

Co-Winners Red Lobster and Outback Steakhouse offer specialized menus and enjoy higher levels of customer advocacy than their counterparts. Â

Winning Retailers

Co-Winners Kohlâ€™s and Target showed that lower prices do not guarantee higher levels of customer advocacy; quality and value are both important.

Market Probe will present the results of the 2013 Customer Advocacy Monitor at the IQPC 2013 Digital Marketing Exchange, taking place at the Claremont Hotel and Resort in San Francisco, California, September 22nd - 24th, 2013. Final results and winning companies will be recognized during Market Probeâ€™s Thought Leader Session on Monday, September 23rd. A brief awards presentation followed by a cocktail reception will take place that evening.

When presenting their advocacy research, Market Probe will introduce an actionable and cost-effective approach to managing a Customer Experience Measurement Program based on the model developed for Market Probeâ€™s 2013 Multi-sector Customer Advocacy Monitor.

Dr. TR Rao, President and CEO of Market Probe, says, â€œWhether you are managing a mid-size bank, a restaurant brand or a department store, this actionable approach allows companies to cost-effectively manage their customer loyalty and positively impact revenue growth.â€•

Market Probe is a full-service global marketing research and consulting firm specializing in stakeholder measurement engagements as well as a wide array of custom research assignments. The firm strives to build long-term partnerships with its clients, based on its team of professionals with research savvy, industry knowledge and technical experience. Market Probeâ€™s customer, brand and employee-satisfaction expertise reaches businesses around the globe. In addition to their corporate headquarters in Milwaukee, Wisconsin, they have full-service research offices in nine countries and have formed several strategic partnerships with field agencies around the world. Market Probe employs over 350 full-time employees worldwide and as many as 1000 part-time employees. They appear among the Honomichl list of Top 50 U.S. Firms.

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