

How we measure Customers issues

A company's Customer score is determined by factors ranging from data privacy to the creation of quality, beneficial products. The way a company treats its customers makes up 24% of its score in the Rankings.

Makes products that do not harm

Offers products or services that are not harmful to health, the environment, or society.

Ranking weight: 4.7% [Learn more >](#)



Makes safe and reliable products

Creates products that are reliable, safe, and durable.

Ranking weight: 4.5% [Learn more >](#)



Protects customer privacy

Prioritizes customer privacy and stores customer data securely.

Ranking weight: 3.3% [Learn more >](#)



Makes fairly priced products

Provides products and services of good value and does not price them unfairly.

Ranking weight: 3.1% [Learn more >](#)



Treats customers fairly and inclusively