



2024 SUMMER QUALITY EXCELLENCE AWARDS

Quality Excellence Awards



Companies dedicated to driving high quality experiences

In an era of instant, multichannel customer feedback, AI has become crucial to understanding customer feedback at scale to empower product, engineering, and support teams to drive higher quality products, services and experiences.

unitQ takes an insider's look at what it means to drive high-quality experiences by using its proprietary AI and ML algorithms to translate, categorize and summarize 40,040,889 pieces of publicly available Google Play Store and Apple App Store user reviews for 7,850 of Android and iOS's top mobile applications in Q1 and Q2 of 2024.

The data from public user reviews, which is just one of many customer feedback sources that unitQ analyzes, surfaces key insights into Quality Issues, feature requests, and 4-star reviews on the brink of 5-star reviews in a more detailed 2024 Summer Benchmark report [here](#).

Of these 7,850 applications analyzed by unitQ's proprietary AI, unitQ is pleased to announce 50 Leaders as recipients of the unitQ Quality Excellence Award. This award celebrates companies and their respective product, engineering and customer experience leaders who are committed to delivering consistently high-quality products and services – which shows in the unbiased, public feedback from their users.

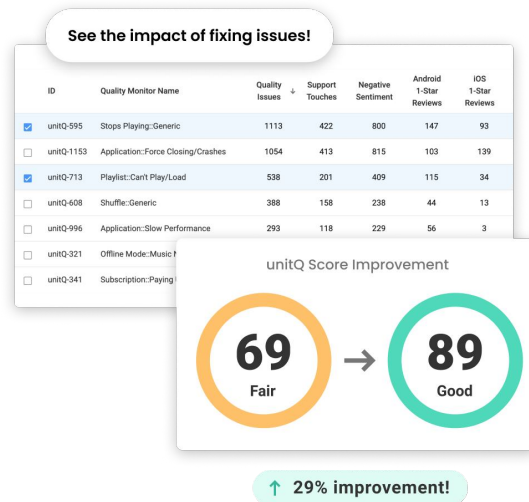
unitQ Score: New benchmark for quality experiences

Recipients selected were among those companies that averaged the highest unitQ Score based on analysis of publicly available Google Store and Apple App Store reviews in Q1 and Q2 of 2024.

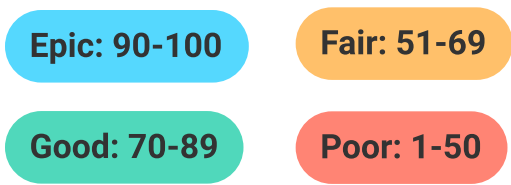
The unitQ Score is an unbiased and proprietary machine-generated scoring algorithm that represents the percentage of a company's users reporting a frictionless experience with their product or service.

It analyzes real-time user feedback from all public and private channels to reflect user sentiment and satisfaction, and represents the gap between what users expect and their actual experience. The higher your unitQ score, the higher your customer satisfaction across every touchpoint of your customer journey.

unitQ Scores range from Epic to Poor. A unitQ Score of 90 means that for every 100 reviews, just 10 of these reviews surfaced a Quality Issue. A Quality Issue arises when the user experience does not match user expectations, therefore creating user friction.



unitQ score rankings



And the **Quality Excellence Awards** go to ...



Rocket Mortgage

94 Epic

Rocket Mortgage is America's largest mortgage lender, helping millions achieve the dream of home ownership. They revolutionized the industry with the world's very first online mortgage experience.

What do users **love** about Rocket Mortgage?

- User friendly interface, easy payment options, detailed loan information
- Easy to make payments, track balances, utilize loan amortization features

What do Rocket Mortgage users **want**?

- Ability to schedule extra payments
- Add amortization graph
- More escrow features



EarnIn

92 Epic

EarnIn lets you access your money as you earn it – not days or weeks later. EarnIn is on a mission to re-imagine the way money moves to empower every person's potential.

What do users **love** about EarnIn?

- Quick, easy access to funds before payday
- Reliability, convenient, financial assistance during tight financial situations and emergencies

What do EarnIn users **want**?

- Allow for larger withdrawals
- Receive earnings in a lump sum
- Ability to request maximum amount in a single transaction



ZipRecruiter

92 Epic

Discover your dream job with ZipRecruiter, which has served millions of employers and job candidates with new jobs posted daily.

What do users **love** about ZipRecruiter?

- Abundance of personalized job recommendations
- Ease of use, effectiveness, user-friendly interface

What do ZipRecruiter users **want**?

- More accurate AI recommendations for job titles
- Display hiring company names, more localized job options
- Better job filtering options



DasherDirect By Payfare

92 Epic

DasherDirect is a prepaid debit and mobile banking app for US-based Dashers, powered by Payfare. It provides Dashers with no-fee payouts after every dash, access to convenient banking functionality and cash-back on gas, dining, groceries, travel and more.

What do users **love** about Payfare?

- Instant payouts and quick access to earnings in Dasher Direct, DoorDash
- Easy money transfer, daily pay options

What do Payfare users **want**?

- Immediate deposit visibility
- Gate entry instructions
- Transaction reports with balance information



MapMyWalk by Under Armour

91 Epic

A complete set of tracking & training tools to help you get into walking—or just get better at it. Now with personalized Form Coaching tips for Garmin users!

What do users **love** about Under Armour?

- Ease of use and mapping features, ability to share progress with friends
- Detailed tracking features, motivational aspects

What do Under Armour users **want**?

- Display start and end times of walks
- Add GPS directions for logged routes
- Provide mileage at .5-mile intervals

And the **Quality Excellence Awards** go to ...



Affirm

91 Epic

With Affirm, you can pay over time at your favorite brands. No late fees or compounding interest – just a more responsible way to say yes to the things you love.

What do users **love** about Affirm?

- Flexible payment options, user friendly interface
- Helpful for building credit, reasonable rates

What do Affirm users **want**?

- More rate of pay options, ability to adjust payment amounts later
- Option to change the app size to better suit larger screens like iPads
- More detailed loan information, ability to use credit cards in app



Microsoft 365

89 Good

Microsoft 365 is a product family of productivity software, collaboration and cloud-based services owned by Microsoft.

What do users **love** about Microsoft 365?

- Consistently good analytics
- Useful and effective spreadsheet tool

What do Microsoft 365 users **want**?

- Make Android app on par with with computer app, improve search
- More control over animations and transitions
- Reduce subscription pricing, add conditional formatting



Tubi

89 Good

Watch free movies and TV shows online in HD on any device. Tubi offers streaming movies in genres like Action, Horror, Sci-Fi, Crime and Comedy. Watch now.

What do users **love** about Tubi?

- Variety of movies, shows and it's free
- Better than competitors in terms of entertainment value, quality

What do Tubi users **want**?

- Reintroduction of the black, red themes
- Ability to turn of autoplay
- Support for Samsung Galaxy Dex mode



Chewy

89 Good

Chewy offers great pet supplies ranging from pet food, toys and treats to litter, aquariums, and pet supplements plus so much more!

What do users **love** about Chewy?

- Wide selection and competitive prices
- Fast delivery, excellent customer service

What do Chewy users **want**?

- A continue shopping button on cart and autoship pages
- Enhanced search and filters to make it easier for users to find products.
- Discounts and specials for loyal customers to enhance customer loyalty



AAA Mobile

89 Good

AAA Mobile improves on-the-go access to trusted AAA services including travel planning tools, discounts and rewards and roadside assistance.

What do users **love** about AAA Mobile?

- Gas price comparison
- Reliable insurance, roadside assistance

What do AAA Mobile users **want**?

- Clearer instructions on adding drivings into the app
- Ability to plan trips with stop options by time or mileage
- Ability to edit journeys

And the **Quality Excellence Awards** go to ...



Citi Mobile

88 Good

Citi has your banking needs covered so you can access your accounts from your favorite device, on the go.

What do users **love** about Citi Mobile App?

- User-friendly interface
- Detailed banking information

What do Citi Mobile App users **want**?

- Dark mode
- Adjustable font size
- Ability to view all cards without having to log into separate accounts



Remitly

87 Good

Transfer money internationally across 100+ currencies with no hidden fees. Receive funds securely using convenient delivery options.

What do users **love** about Remitly?

- Quick international money transfers
- Fast, efficient and reliable

What do Remitly users **want**?

- Add Spanish chat feature for troubleshooting
- Increase sending limits to align with exchange rate fluctuations
- Add a note section for transaction details



National Bank of Canada

87 Good

Simplify your finances with our services including bank accounts, mortgages, credit cards, savings and insurance. Access accounts with 24/7 online banking.

What do users **love** about National Bank of Canada?

- Easy to use and intuitive
- Recent app redesign, lack of bugs

What do National Bank of Canada users **want**?

- Custom categories for expenses
- Option for expense notifications via text message, email
- Consistent language options



Farmers Insurance

87 Good

Home, life and car insurance from Farmers Insurance. With car insurance discounts and fast claim service, it's no wonder over 4,000 customers a day switch to Farmers.

What do users **love** about Farmers Insurance?

- Affordable rates, customer service
- Quick access to insurance details

What do Farmers Insurance users **want**?

- Extend trial period of Signal app
- More comprehensive view of driving behavior
- Ability to reach live assistance



Amazon Photos

87 Good

Amazon Photos offers free online photo storage to Prime members, who can save and share unlimited photos on desktop, mobile, and tablet.

What do users **love** about Amazon Photos?

- Unlimited photo storage and convenience
- Slideshow feature, ease of use

What do Amazon Photos users **want**?

- Single-click duplicate deletion
- Editing features, folder division
- Sorting options, batch photo selection

And the **Quality Excellence Awards** go to ...



Enterprise Rent-A-Car

87 Good

Reserve a car directly with Enterprise® today to save time and money on your trip. Easy booking, exceptional service. Lock in great rates when you book with Enterprise today.

What do users **love** about Enterprise Rent-A-Car?

- Efficiency in booking rentals, friendly staff
- Wide selection of cars, unbeatable rates

What do Enterprise Rent-A-Car users **want**?

- Check-in feature for app
- Multi-Chinese language options
- App's location-changing functionality on par with online platform



Hopper

86 Good

The Hopper app has helped over 100 million travelers find and secure the best price on flights, hotels, homes and car rentals – each and every time they book their trips.

What do users **love** about Hopper?

- Ease of use, cost-saving and comparison features
- Helpful notifications for finding for finding deals

What do Hopper users **want**?

- Inclusion of more airlines
- Flight + hotel packages in app
- Offer more predictions for ticket prices



Vinted

86 Good

Join Vinted, a community marketplace for buying and selling pre-loved pieces.

What do users **love** about Vinted?

- Convenient platform to buy, sell second-hand items
- Wide selection and ease of app use, fast shipping

What do Vinted users **want**?

- Feedback system for users to provide input
- Glossary feature to better understand terms
- Language options for better accessibility, option to search favorites



DocuSign

86 Good

DocuSign brings agreements to life. More than 1.5 million customers and more than a billion people in more than 180 countries use DocuSign solutions to accelerate the process of doing business and simplify people's lives.

What do users **love** about DocuSign?

- Ease of use, convenience
- Makes lives easier, more efficient

What do DocuSign users **want**?

- Auto-detect feature for text alignment in documents
- View recent documents button
- Extend the free quota



Optum Financial

86 Good

Optum Financial is advancing the way people save, spend, pay and invest for health care.

What do users **love** about Optum Financial?

- User friendly app, convenient for submitting claims
- Easy to manage expenses, quick processing times

What do Optum Financial users **want**?

- Reminders for recurring payments
- Better denial explanations
- Quicker customer service responsiveness

And the **Quality Excellence Awards** go to ...



Truist

85 Good

Your journey to better banking starts with Truist. Checking and savings accounts, credit cards, mortgages, small business, commercial banking and more.

What do users **love** about Truist?

- User friendly for all ages and tech levels
- Zelle and mobile check deposit features

What do Truist users **want**?

- Allocate funds in savings accounts
- Personal, business transfers
- Spanish language option



Lloyds Bank

85 Good

Wherever you want to get to in life, Lloyds Bank has a range of bank accounts and personal banking services to suit you.

What do users **love** about Lloyds Bank?

- Reliability, speed, continuous improvement
- Security, ease of use

What do Lloyds Bank users **want**?

- Real-time notifications
- Dark mode, iOS widget
- Notes beside payments option



First Citizens Bank

85 Good

First Citizens provides a full range of banking products and services to meet your individual or business financial needs.

What do users **love** about First Citizens Mobile Banking?

- User friendly interface, ease of navigation
- Frequent updates, reliable

What do First Citizens Mobile Banking users **want**?

- Enable searching by amount
- Back button
- Ability to customize displayed features



IBC Bank

85 Good

IBC Bank serves as the flagship bank of International Bancshares Corporation (IBC) and it is one of Texas' largest independent commercial bank holding companies.

What do users **love** about IBC Bank?

- Facial recognition, seamless transaction capabilities
- Easy to use, efficient, responsive

What do IBC Bank users **want**?

- Zelle integration
- Display account, routing numbers in app
- Background theme customization



Cars.com

85 Good

Cars.com is the No. 1 most recognized automotive marketplace visited by more than 25 million in-market consumers each month.

What do users **love** about Cars.com?

- Extensive car selection, helpful filters
- Finding great deals is easy, efficient

What do Cars.com users **want**?

- Ability to specify features
- More affordable pricing options
- Prioritize search based on new listings

And the **Quality Excellence Awards** go to ...



Turo

85 Good

Turo is the world’s largest peer-to-peer car sharing marketplace where you can book any car you want, wherever you want it, from a vibrant community of local hosts across the US, UK, Canada, and Australia.

What do users **love** about Turo?

- Wide car selection, convenient communication with hosts
- Easy navigation, excellent customer service

What do Turo users **want**?

- Integrate help desk within app
- Remote vehicle unlocking
- Sorting by price



Cisco Webex

83 Good

Cisco Webex is an collaboration application that provides messaging, voice and video calling.

What do users **love** about Cisco Webex?

- User say app works consistently
- Helpful staff, great functionality

What do Cisco Webex users **want**?

- Ability to exit audio-only mode
- Increase app speaker volume in meetings
- Disable incoming video during meetings



Metro Bank (UK)

83 Good

We’ve built a different kind of high street bank. A bank with stores that are open when it suits you, where you can walk in without an appointment and leave with a working account, debit card and all.

What do users **love** about Metro Bank UK?

- User friendly online interface, convenient branch locations
- App is quick, reliable, easy to use, secure

What do Metro Bank UK users **want**?

- Enable app horizontal mode on laptops and iPads
- Rename, add nicknames to accounts
- In-app historical statements



Sam's Club

83 Good

Sam's Club is a membership-only warehouse chain selling a variety of bulk grocery items, electronics and home goods.

What do users **love** about Sam's Club?

- Convenient, efficient Scan & Go feature
- Speed and ease of app

What do Sam's Club users **want**?

- In-stock alerts in app, multiple account switching
- Aisle locate feature, auto updates
- In-app comments section for curbside pickup



Booking.com

83 Good

Booking.com seamlessly connects millions of travelers to memorable experiences, a variety of transportation options, and incredible places to stay – from homes to hotels, and much more.

What do users **love** about Booking.com?

- Accommodations have friendly staff, clean, great locations
- Ease of use, feature-rich app

What do Booking.com users **want**?

- Sustainable accommodation options
- Flight plus hotel feature, add bookings to calendar option
- Notifications for cancelation deadlines

And the **Quality Excellence Awards** go to ...

RIU Hotels

83 Good

RIU Hotels & Resorts is a hotel chain that was born in 1953 with a small hotel in Playa de Palma, Spain now with more than 100 hotels in 19 countries.

What do users **love** about RIU Hotels?

- Intuitive, user friendly interface and ease of navigation
- Exceptional service, value and go-to destination for vacations

What do RIU Hotels users **want**?

- Enable favoriting hotels
- Display hotel prices by region-province
- Book package deals within app

Barclays

82 Good

Barclays is a British multinational universal bank, headquartered in London, operating as two divisions – Barclays UK and Barclays International, supported by a service company, Barclays Execution Services.

What do users **love** about Barclays?

- App's ease of use, reliability, with helpful features
- Excellent customer service

What do Barclays users **want**?

- View interest percentages, payment calendar view
- Option to close old accounts, delete outdated payees
- Personal notes for payees, access to credit rating

+one by Coca-Cola

82 Good

+one is the only app that brings you unparalleled access to exclusive rewards and experiences from The Coca-Cola Company. Delve into your love for music, gaming, sports, or even social causes

What do users **love** about +one by Coca-Cola?

- App's affordability, ease of use, variety of games and fun content
- Excitement of potentially winning valuable rewards

What do +one Coca-Cola users **want**?

- More games
- Ability to scan QR codes from cans, bottles
- Return to previous point-exchange system on the website

Wyndham Hotels & Resorts

82 Good

Wyndham Hotels & Resorts makes travel possible for all. From big cities and small towns to beachfront resorts and highway hotels, our 24 iconic brands bring a diverse perspective to the travel experience.

What do users **love** about Wyndham Hotels & Resorts?

- App's ease of use, user friendly interface, quick and easy booking accommodations
- Cleanliness, friendly service and convenience of their hotels

What do Wyndham Hotels & Resorts users **want**?

- Ability to specify special room requests
- Toggle between deal options like AARP and member discounts
- Filter properties by review score

Western Union

81 Good

Western Union helps aspiring people and businesses around the world save, spend and transfer money – empowering more prosperous financial futures for their family, friends and communities across borders.

What do users **love** about Western Union?

- App's ease of use, speed and convenience
- Great deals, reliable

What do Western Union users **want**?

- Ability to save sender, receiver information
- Option to include a message with money transfers
- Improved directions for sending money and for quick send features

And the **Quality Excellence Awards** go to ...



IKEA

81 Good

At IKEA, you will always find affordable furniture, stylish home décor and innovative modern home solutions, as well as design inspiration and unique home ideas!

What do users **love** about IKEA?

- App has great functionality, products, helpful features, user friendly interface
- Affordable pricing, clear assembly instructions, durable furniture

What do IKEA users **want**?

- Allow users to reorder wish-list items, sort them by different criteria
- Return option via parcel locker or courier
- Include Afterpay option in app



IHG Hotels & Resorts

80 Good

Discover the perfect spot for your next getaway at IHG's diverse collection of 19 hotel brands and 6,000 destinations.

What do users **love** about IHG Hotels & Resorts?

- App's reliability, user friendly interface, constant improvements
- Great deals, excellent customer service, loyalty perks

What do IHG Hotels & Resorts users **want**?

- Fingerprint recognition for login
- Add second guest name when reserving rooms
- Reinstate clearly/online check-in, checkout features for frequent travelers



Nike

79 Good

Nike delivers innovative products, experiences and services to inspire athletes.

What do users **love** about Nike?

- App's product variety, customization options, ease of browsing
- Efficient purchase process, exclusive offers

What do Nike users **want**?

- In-app product reviews
- Search by barcode or QR code
- Pin addresses on map for deliveries



Wix

79 Good

Official website builder. Create an impressive website with Wix and boost traffic with powerful SEO and marketing tools.

What do users **love** about Wix?

- App's diverse diverse features, ease of use
- Seamless online shopping experience

What do Wix users **want**?

- Ability to see customer comments
- Dark mode
- Fix date registration inaccuracies



Thumbtack

79 Good

When you need to hire a pro for your home project – whether a house cleaner, plumber, roofer, or handyman – Thumbtack helps you find them for free.

What do users **love** about Thumbtack?

- Professional, efficient, reasonably priced services
- Quality customer service, wide ranges of quality vendors

What do Thumbtack users **want**?

- Allow users to star profiles
- Ability to add scheduled projects to external calendars
- Ability to clear notifications after viewing messages in app

And the **Quality Excellence Awards** go to ...



79 Good

What do users **love** about eBay?

- Wide variety of products, good deals, great search functionality
- Reliable delivery, excellent customer service

What do eBay users **want**?

- Calculate total amounts for transactions
- Support multiple accounts in app, ratings capabilities
- Options for combined shipments, email notification preferences

Buy and sell electronics, cars, clothes, collectibles and more on eBay, the world's online marketplace. Top brands, low prices and free shipping on many items.



78 Good

What do users **love** about GoDaddy Studio?

- User friendly interface, reliable
- Ability to create graphics effortlessly

What do GoDaddy Studio users **want**?

- Layer grouping, smart or manual selection
- Rulers, border change options for photos
- Additional text styles, ability to save as PDF

Easily create content that elevates and helps sell your brand in social media and everywhere else online.



78 Good

What do users **love** about SeatGeek?

- User friendly interface, great prices seamless process
- Great ticket selection excellent customer service

What do SeatGeek users **want**?

- Offline mode
- Remove ads in app
- Better sorting, filtering options for seat selection

SeatGeek is the live entertainment platform that's rethinking ticketing by caring more about fans, teams and venues. SeatGeek's technological savvy is simplifying and modernizing the ticketing industry.



78 Good

What do users **love** about Bank of America?

- Convenient, simple user friendly interface
- Easy of functions like checking balances, transferring money

What do Bank of America users **want**?

- Dark theme, faster merchant-to-bank relays
- Custom budget categories, easier receipt data review
- Keyword search in account transactions, show real-time transactions

Bank of America is one of the world's leading financial institutions, serving individuals, small- and middle-market businesses, large corporations, and governments with a full range of banking, investment management and other financial and risk management products and services.



77 Good

What do users **love** about ASOS?

- Diverse and original clothing selection, fast, and reliable delivery
- Free shipping, quality products, user friendly interface

What do ASOS users **want**?

- In-app language preferences, tag products on Instagram
- Clearer garment pictures, archive orders
- List sizes and heights of models for better reference

Online shopping for the latest clothes and fashion and discover the latest in men's fashion and women's clothing with over 40,000 styles with ASOS.

And the **Quality Excellence Awards** go to ...



Roku

76 Good

Roku devices make streaming TV easy. From players, smart TVs, & even smart home products that make your home feel secure, find the perfect Roku product online or in-store.

What do users **love** about Roku?

- Wide selection of content, ease of use
- Cost effective alternative to cable

What do Roku users **want**?

- Volume control for iOS devices, DVR functionality
- Reinstatement of in-app search feature
- Channel numbers keypad, timer to turn off TV



Etsy

76 Good

Etsy is the global marketplace for unique and creative goods. It's home to a universe of special, extraordinary items, from unique handcrafted pieces to vintage treasures.

What do users **love** about Etsy?

- Wide variety of unique, high quality products and support
- Easy checkout process, user friendly app interface

What do Etsy users **want**?

- Select multiple items for wishlists, follow add friends to wishlists
- Ability to unfavorite items, batch delete items from cart
- Filter out AI-generated items in search results



LinkedIn

75 Good

LinkedIn is a business and employment-focused social media platform that works through websites and mobile apps.

What do users **love** about LinkedIn?

- Engaging, interesting content and features
- Ability to find and apply for jobs

What do LinkedIn users **want**?

- Option to hide or delete closed job offers
- Addition of "recent" or "popular" feed options
- Removing timestamps from messages and posts



Wayfair

75 Good

A Zillion Things Home. 26 million satisfied customers and counting! Shop by style.

What do users **love** about Wayfair?

- Wide variety of products, great prices
- Exceptional customer service, fast delivery, easy app navigation

What do Wayfair users **want**?

- Saved searches with filters
- Price change notification button, sort by price
- Ability to compare products in the app



Southwest Airlines

75 Good

Southwest Airlines is a major airline in the United States that operates on a low-cost carrier model.

What do users **love** about Southwest Airlines?

- App's ease of use, reliability, user friendly interface
- Excellent customer service, pleasant flying experience

What do Southwest Airlines users **want**?

- Boarding pass functionality with VPN
- Multi-segment booking, low fare calendar in app
- In-app map of destination, automatic check-in updates

Trusted by category-leading companies






About unitQ

As the leading real time customer feedback platform, unitQ empowers companies with AI-powered, actionable insights from user feedback to help them craft high-quality products, services and experiences. unitQ centralizes feedback from all sources and automatically groups it into thousands of granular categories to help organizations discover what matters most to users – all in real time. Category-leading companies like Spotify, Bumble, Pinterest, Chime and HelloFresh rely on unitQ to drive growth, reduce churn and build brand loyalty.

Please visit www.unitq.com for more information



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- Learn how your product or service is perceived and used on a global scale
- Discover top opportunities to improve customer satisfaction and drive growth
- Benchmark your user experience against your top competitors

Read customer testimonials 

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