YASKAWA NEWS RELEASE

Yaskawa America Earns Outstanding CX Award in Independent 2025 Customer Experience Audit

Yaskawa earned an overall score of 90 out of 100 and an excellent Net Promoter Score of 66 — up more than 4 points from the prior year.

Waukegan, IL, July 1, 2026

Yaskawa America, Inc. has earned Interaction Metrics' Outstanding CX Award for its 2025 customer experience, based on a third-party survey of their Distributors, OEMs, and End Users in the United States and Canada.



Martha Brooke, Interaction Metrics Founder, presents Dennis Fitzgerald, Yaskawa America VP of Customer Satisfaction, with the 2025 Outstanding CX Award

The survey, conducted by customer experience research firm Interaction Metrics, evaluated Yaskawa across 112 distinct performance dimensions, resulting in an overall score of 90 out of 100. Yaskawa's Net Promoter Score (NPS), the standard measure of customer likelihood to recommend, created by Bain & Company, came in at 66, climbing over 4 points from the prior year and well into the "excellent" tier on Bain's benchmark scale.

Several areas stood out not only for scoring well, but for being the dimensions most strongly correlated with overall satisfaction: Product Quality, Product Performance, Tech Support Problem Resolution, Application Engineering Technical Skills, and Training Instructors. In other words, Yaskawa scored highest on the things customers cared most about.

"I am delighted with the progress we've made, and clearly our customers are pleased as well," said Dennis Fitzgerald, Vice President of Customer Satisfaction at Yaskawa America.

That sentiment was echoed by customers themselves. "The fact that Yaskawa has invested in finding out how to help their customers speaks volumes about the company and the direction in which they are heading," said a large Distributor from the Northeast. “

In fact, an overall score of 90 with a rising NPS is rare in B2B," said Martha Brooke, Founder of Interaction Metrics. "But the number matters less than what sits behind it. Our TrueData™ model tells Yaskawa exactly where they're winning, and where to focus next. Most companies never get that clarity. “

The survey also identified specific areas where experience varied across customer segments, giving Yaskawa a concrete map of where to focus in 2026. The company plans to act on those findings throughout the year.

Contact: Tom Kutcher Manager, Marketing Communications Yaskawa America, Inc. Phone: 847-887-7318 E-mail: tom_kutcher@yaskawa.com	**Yaskawa America, Inc.** **Drives & Motion Division** **2121 Norman Drive South** **Waukegan, IL 60085** Phone: 800-YASKAWA (927-5292) Fax: 847-887-7310	**Document Number: PR.YAI.44** **07/01/2026**

About Interaction Metrics.

Interaction Metrics is the leading independent customer feedback company, known for its science-forward TrueData™ Survey model. For companies with high-value B2B customer relationships, Interaction Metrics provides CX research grounded in honest survey feedback — from question design through deployment and analysis. https://www.interactionMetrics.com

About Yaskawa America, Inc.

Yaskawa America's Drives & Motion Division manufactures industrial automation equipment, including low and medium-voltage variable speed drives, servo motors and amplifiers, machine controllers, spindle drives and motors, and low-voltage industrial switch products. The company's Motoman Robotics Division makes industrial robots that can weld, assemble, cut, and handle goods for manufacturers.

Yaskawa products are used in a wide variety of industries, including automotive, building automation, machine tool, material handling, metal forming, packaging, pumping, water/wastewater treatment, plastics, rubber, solar, irrigation, and textile. Yaskawa America, Inc. employs more than 1,000 people in its headquarters in Waukegan, IL, its manufacturing facilities in Buffalo Grove, IL, and Franklin, WI, and in offices across the United States. For more information about Yaskawa, please visit our website at https://www.yaskawa.com.

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