

G2 Customer Experience Overview | Winter 2025

401GO

Human Interest

guideline

Betterment



Quality of Support



Quality of Support



Quality of Support



Quality of Support

- ✓ 4.8 stars
- ✓ 0 1-star reviews
- ✓ 9.7 support rating

- ✗ 4.3 stars
- ✗ 70 1-star reviews
- ✗ 8.5 support rating

- ✗ 4.4 stars
- ✗ 31 1-star reviews
- ✗ 8.7 support rating

- ✗ 4.0 stars
- ✗ 12 1-star reviews
- ✗ 7.6 support rating



G2 Satisfaction Ratings | Winter 2025

	Likelihood to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business With	Quality of Support	Ease of Setup	Ease of Use	Net Promoter Score (NPS)
Human Interest	85%	78%	91%	90%	89%	85%	89%	91%	54
Guideline	88%	86%	92%	93%	92%	87%	92%	93%	66
Betterment	80%	82%	88%	87%	83%	76%	84%	88%	34
401GO	97%	97%	97%	94%	97%	97%	94%	96%	91
Ubiquity	63%	67%	--	--	83%	69%	91%	79%	23
ForUsAll	78%	69%	82%	93%	86%	80%	96%	88%	57

All data from G2.com, January 2025

*-- is displayed when fewer than five responses were received for the question.

**The NPS is measured on a scale of -100 to +100.

G2 Relationship Index | Winter 2025

■ Ease of Business
 ■ Likely to Recommend
 ■ Quality of Support

