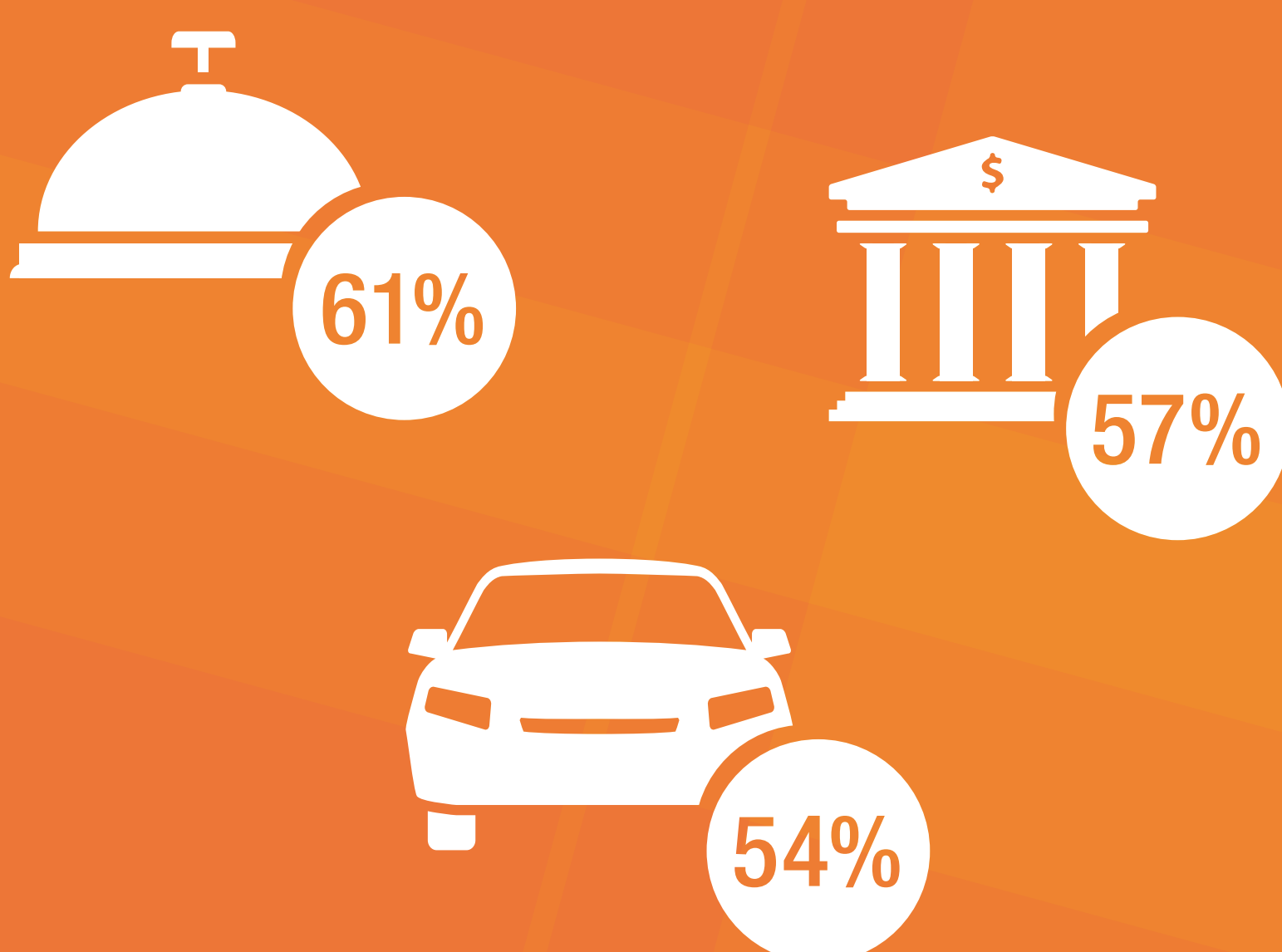


78% of customers have experienced some form of critical incident in the recent past...



Positive critical incidents are most frequent for hotels, bank branches, and car dealerships.



72% of customers who had a positive experience at a bank branch say they've had a good experience before.



These are some of the findings of an Ipsos Loyalty survey conducted in January 2015. For this survey, a sample of 10,061 interviews were conducted via Ipsos online panels among U.S. customers in seven sectors who have experienced a critical incident (i.e., a good or bad experience) in the recent past. Quotas were set to balance the sample on key demographics to ensure that the sample composition is representative of the U.S. population. The margin of error is ± 1 percentage point at 95% C.I. but can be wider among subsets of the population. All sample surveys may be subject to other sources of error, including, but not limited to coverage error, and measurement error.



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