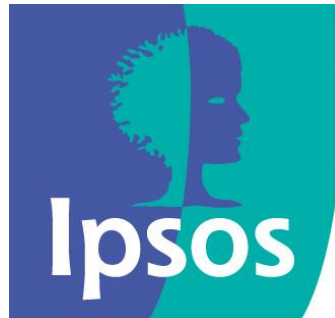


Hotels, Banks, and Car Dealerships Make the Happiest Customers

While Cable TV and Telecommunication Carriers Get Poorest Marks in Customer Experience

Public Release Date: Wednesday, February 10, 2016, 6:00 AM ET



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New York, NY – When it comes to delivering a great customer experience, which industries receive the highest grades? A recent study conducted by Ipsos Loyalty evaluated more than 10,000 “critical incidents,” or moment of truth experiences, across seven different sectors in the U.S. to explore their occurrence and nature. The findings provide a useful snapshot of the industries that perform the best and worst at pleasing their customers.

According to the study, the vast majority of customers experience critical incidents. On average and across all sectors and channels, 78% of customers have experienced some form of critical incident in the recent past, of which 48% are positive and 30% are negative.

Of course, this data only tells part of the story. When delving deeper to explore these critical incidents by sector, interesting trends surface. Positive critical incidents appear to be most frequent for hotels (61%), bank branches (57%), and car dealerships (54%). On the other hand, negative critical incidents are most common for cable TV companies (46%), telecommunication carriers (39%), and call centers compared to other channels.

“Managing the customer experience is not an easy task,” says Jean-Francois Damais, Deputy Managing Director, Global Client Solutions at Ipsos. “In service industries in particular,

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keeping a high degree of consistency in the way services are delivered to customers is a challenge. And the number of channels of interactions has grown in the recent past making it even harder for brands to offer a consistent and on-brand experience to all customers at all times. Indeed, this in part explains why we see a wealth of variance between industries.”

The study also explored which industries consistently provide the most positive critical incidents, finding that bank branches performed the best in this regard. Nearly three-quarters (72%) of customers who had a positive experience at a bank branch say that it was not the first time it happened. Airlines (56%) and car repair services (49%) also performed well.

“These critical incidents have a major impact on loyalty and advocacy,” adds Damais. “To increase positive experiences and mitigate negative outcomes, companies need VOC and EFM programs in place to manage critical incidents on the individual level and intervene in order to “close the loop” on important customer feedback.”

About the Study

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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