

# Good & bad customer experiences are shared equally.

56% share good experiences...



10% share via social media

52% share bad experiences...



12% share via social media



## 66% of customers are influenced by personal experiences.



24% used the brand less or stopped using it after a bad experience

17% started using the brand more after a good experience



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  $\pm 1$  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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