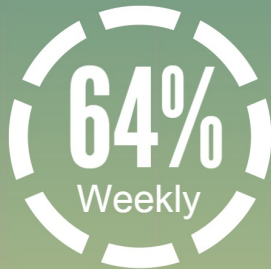
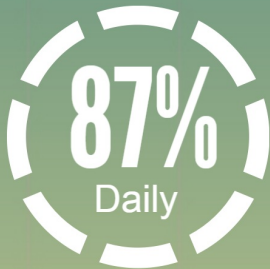


Customer Delight

Frequency of Interaction Builds Loyalty and Advocacy



30%

of less frequent customers wouldn't miss you if you were gone or would leave you for a better offer.



Are amends made when a company disappoints a customer?

only **43%** of customers who brought the disappointment to the attention of the company indicated that amends were made.

while **80%** of customers who shared their disappointment on social media indicated that amends were made

*If the company identified the mistake themselves, they were much more likely to take action-- either through free services or discounts.

Surprising or Delighting Customers Influences Brand Loyalty

Loyal customers who had been delighted **78%**

31% Loyal customers who had NOT been delighted