



The Science and Art of People and Potential™

Consumer Preferences Study

Understanding the Voice of the Consumer



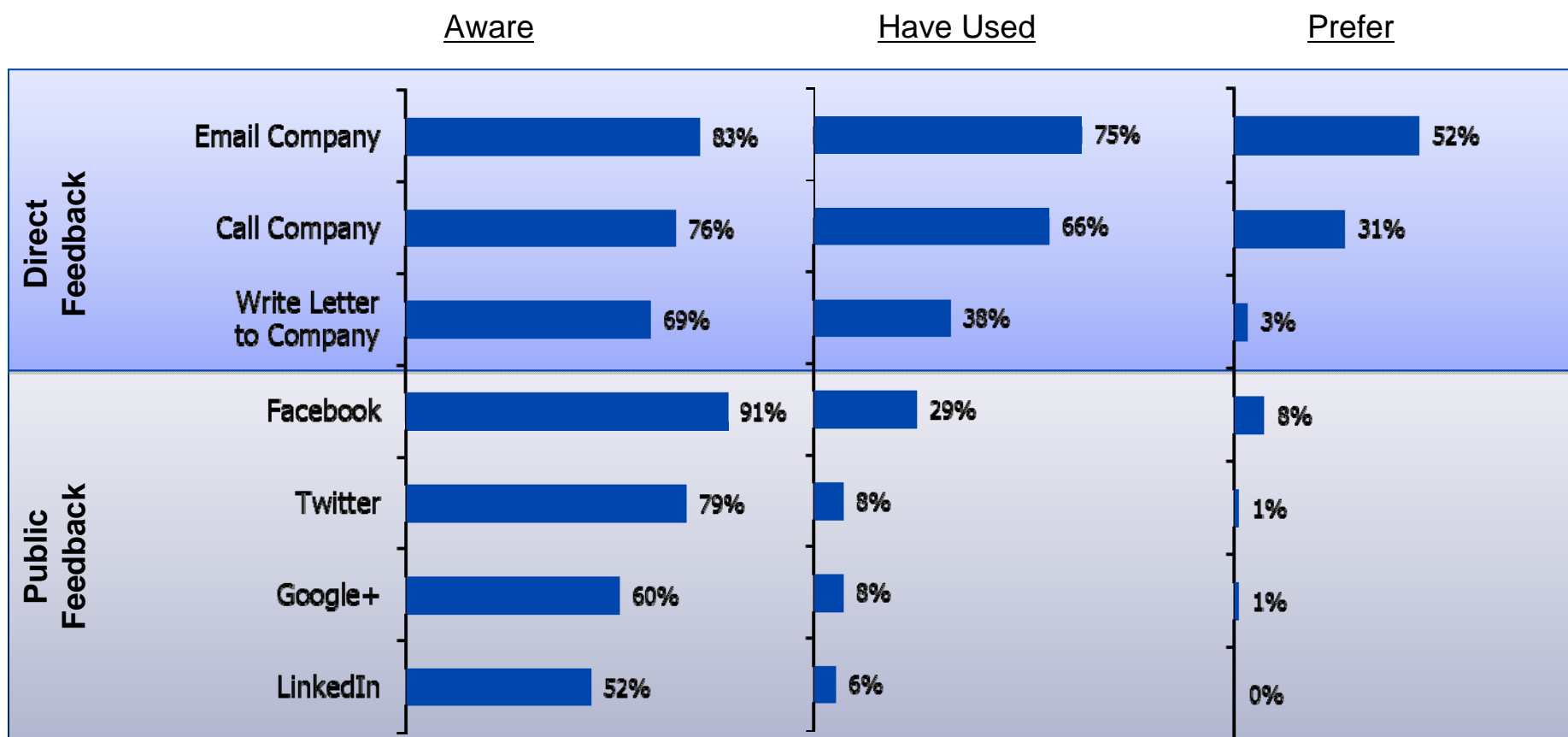
Key findings and conclusions

- The voice of the customer is increasingly heard online
- Consumers are happy when businesses respond to public comments
 - Responding to the voice of the customer requires the ability to listen to the voice of the customer
- Not all uses of online data are equal in the eyes of the consumer

Customer Experience Benefits Study: Methodology

- Survey conducted April 18-22, 2012
- 1400 Respondents from online panel
- Three sections to questionnaire:
 - Awareness, uses and preferences of consumer feedback mechanisms
 - Awareness and opinions of other uses of web analytics
 - Demographics

Most consumers prefer direct feedback methods, but are aware of and frequently use public methods

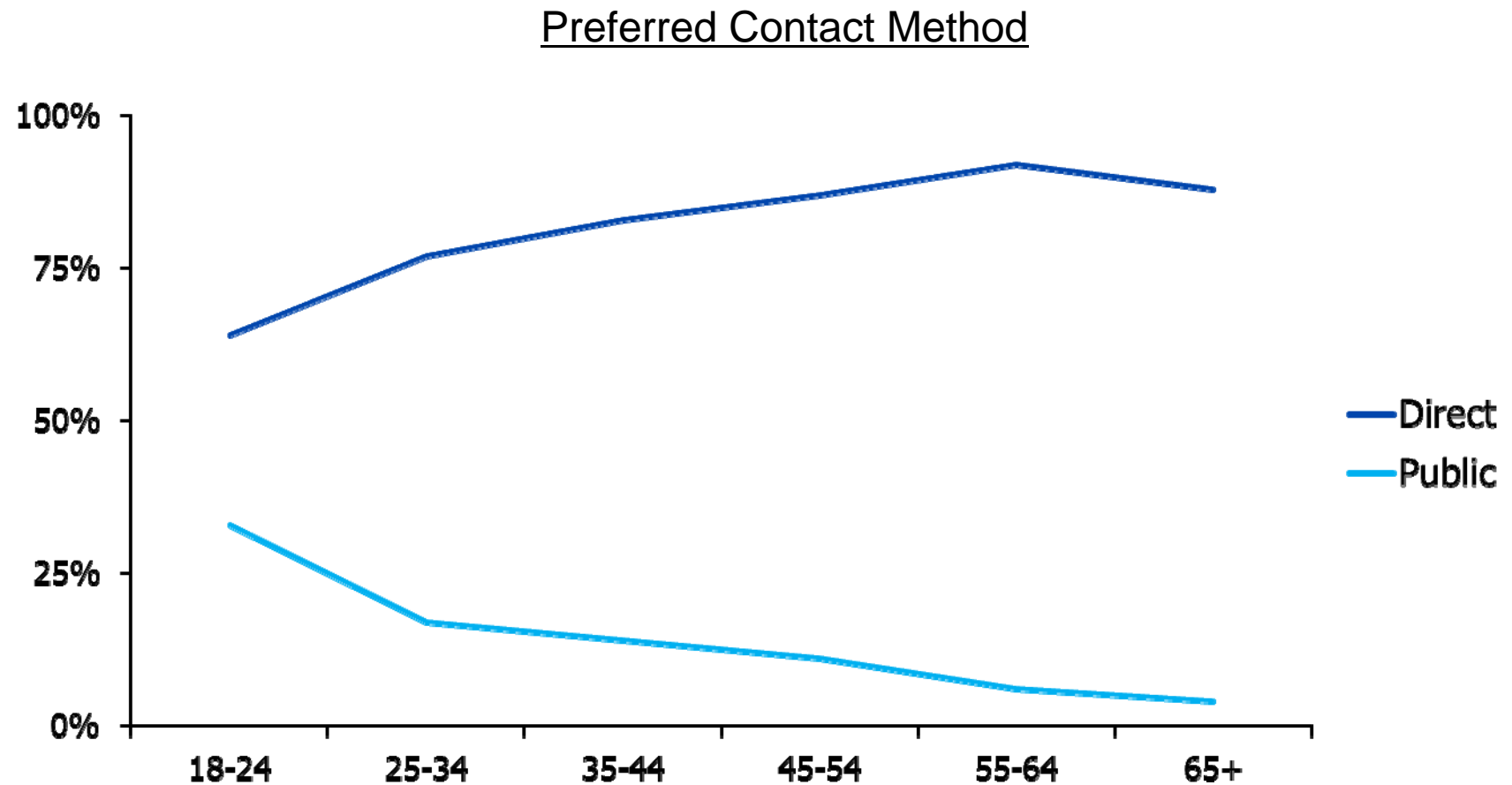


- **Question Text:** Thinking about all the ways that you can contact or provide feedback to companies that you do business with, which of the following have you heard of?
- **Question Text:** Which methods have you ever used?
- **Question Text:** Which do you prefer most?

Preferred consumer contact method closely related to age

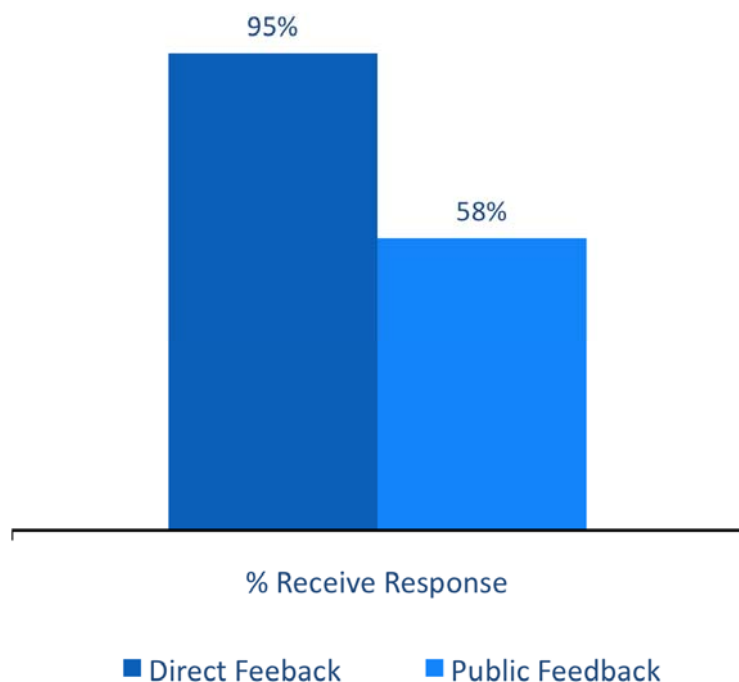
% Prefer Most by Age	18-24	25-34	35-44	45-54	55-64	65+
Email Company	39	52	56	51	56	52
Call Company	23	24	25	35	32	36
Write Letter to Company	2	1	2	1	4	2
Total Direct Feedback	64	77	83	87	92	88
Facebook	28	13	11	9	4	1
Twitter	3	4	1	1	1	0
Google+	2	0	1	1	1	2
LinkedIn	0	0	1	0	0	1
Total Public Feedback	33	17	14	11	6	4

Preferred consumer contact method closely related to age



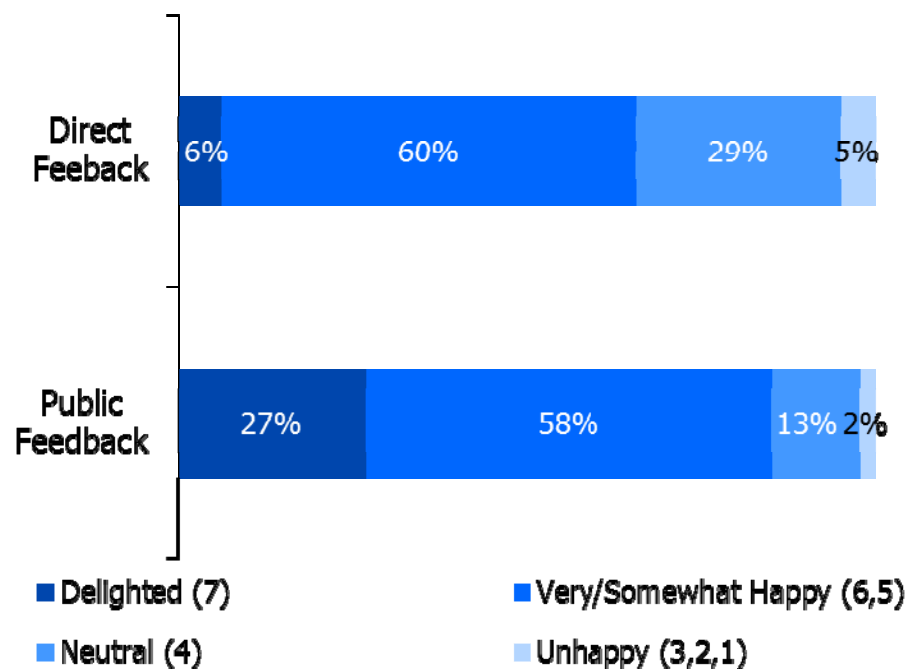
Consumers very happy when a business responds to their public comments

Received a Response



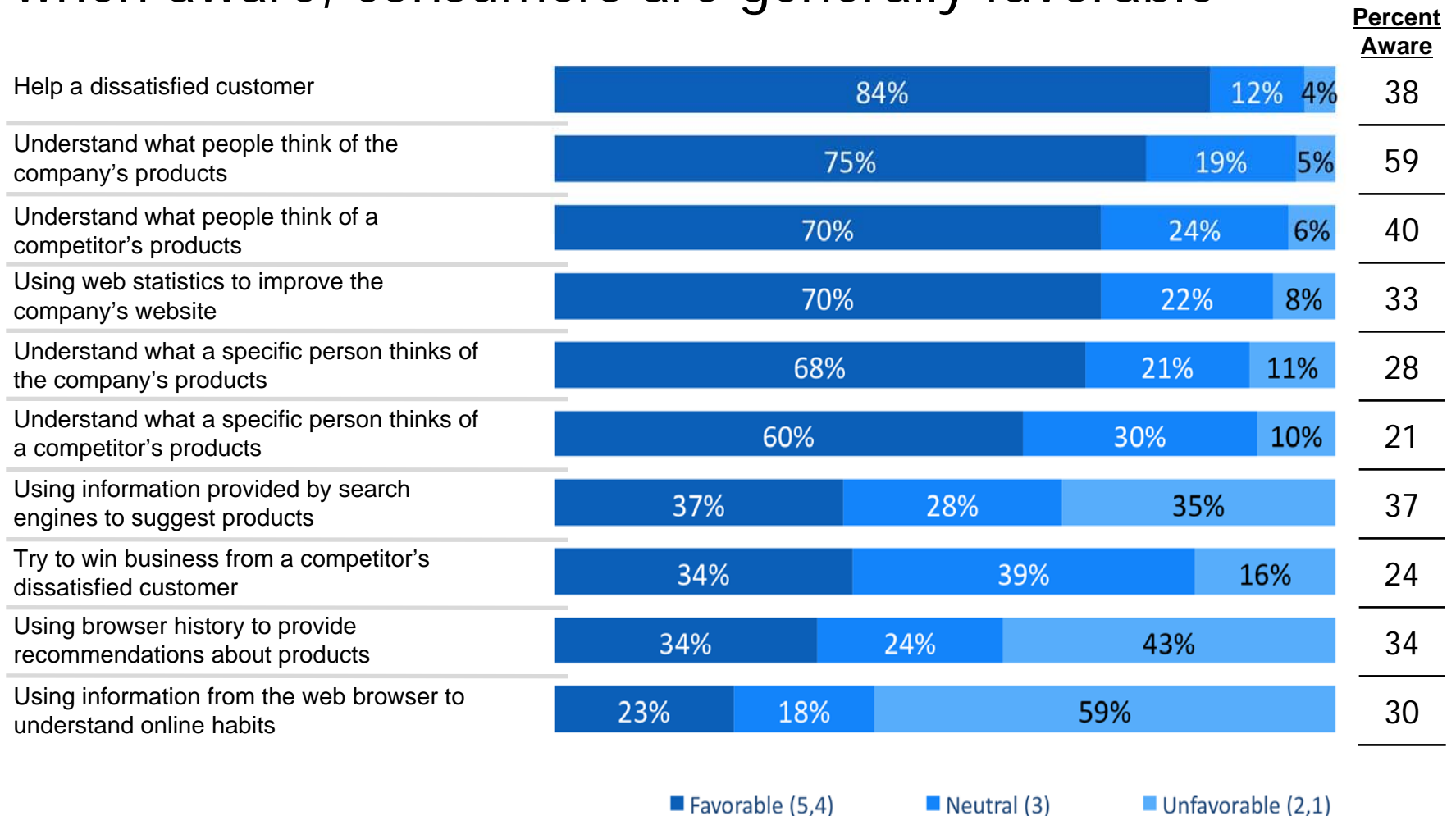
Feelings About Receiving Response*

(Customers who Received Response)



***Question Text:** If the company you contacted or provided feedback about responded to your public/direct feedback, how would you feel about this?

Most consumers unaware of uses of online information; when aware, consumers are generally favorable



Question Text: Some businesses use information posted on public websites for a variety of purposes. Which of the following are you aware of?
Question Text: How favorable or unfavorable do you feel about this use of information?