



DATA SNAPSHOT

# How Consumers Give Feedback, 2019

STUDY OF 10,000 U.S. CONSUMERS SHOWS HOW FEEDBACK CHANGES ACROSS 20 INDUSTRIES

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## EXECUTIVE SUMMARY

To understand how the quality of a customer experience – good or bad – can affect consumers’ behavior, we asked 10,000 U.S. consumers about their interactions with 294 companies across 20 industries. We then compared the results to similar studies we’ve done in previous years. We found that people are more likely to talk about bad experiences than good experiences. When consumers do tell someone about an experience, only one-fifth of consumers provide that feedback directly to the company. We also looked at how consumer behavior differs across age groups.

The data come from the Qualtrics XM Institute Q2 2019 U.S. Consumer Benchmark Study – an online study of 10,000 U.S. consumers. Survey respondents were representative of the U.S. Census based on quotas for age, income, ethnicity, and geographic region.

## FIGURES IN THE REPORT:

1. How Consumers Share Their Experiences
2. How Consumers Give Feedback to Companies
3. Changes in How Consumers Give Feedback After a Very Good Experience, 2017 and 2019
4. Changes in How Consumers Give Feedback After a Very Bad Experience, 2017 and 2019
5. How Consumers Across Age Groups Give Feedback After Very Good Experiences
6. How Consumers Across Age Groups Give Feedback After Very Bad Experiences
7. How Consumers Across Age Groups Give Feedback Directly to Companies After Very Good Experiences
8. How Consumers Across Age Groups Give Feedback Directly to Companies After Very Bad Experiences

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# How Consumers Share Their Experiences

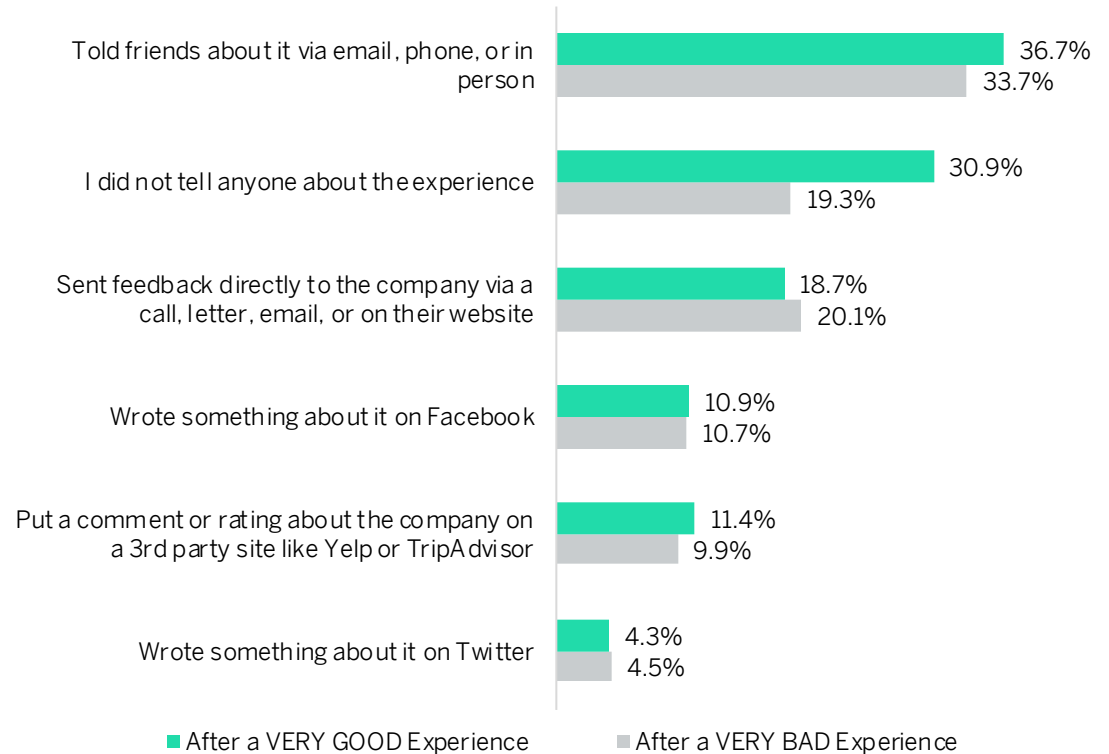
## KEY TAKEAWAYS

- + Only one-fifth of consumers send direct feedback to companies, regardless of whether they had a very good or very bad experience.
- + People are more likely to send feedback to a company after a very bad experience than after a very good experience.
- + Regardless of whether the experience was good or bad, consumers who discussed their experiences are most likely to tell their friends about it in person, via email, or by the phone.

## ABOUT

This chart looks at how consumers behaved after having a very good or very bad interaction with a company.

Thinking about the VERY GOOD and VERY BAD experiences you've recently had with any company, which of the following things did you do after the interaction?  
Select all that apply:



# How Consumers Give Feedback to Companies

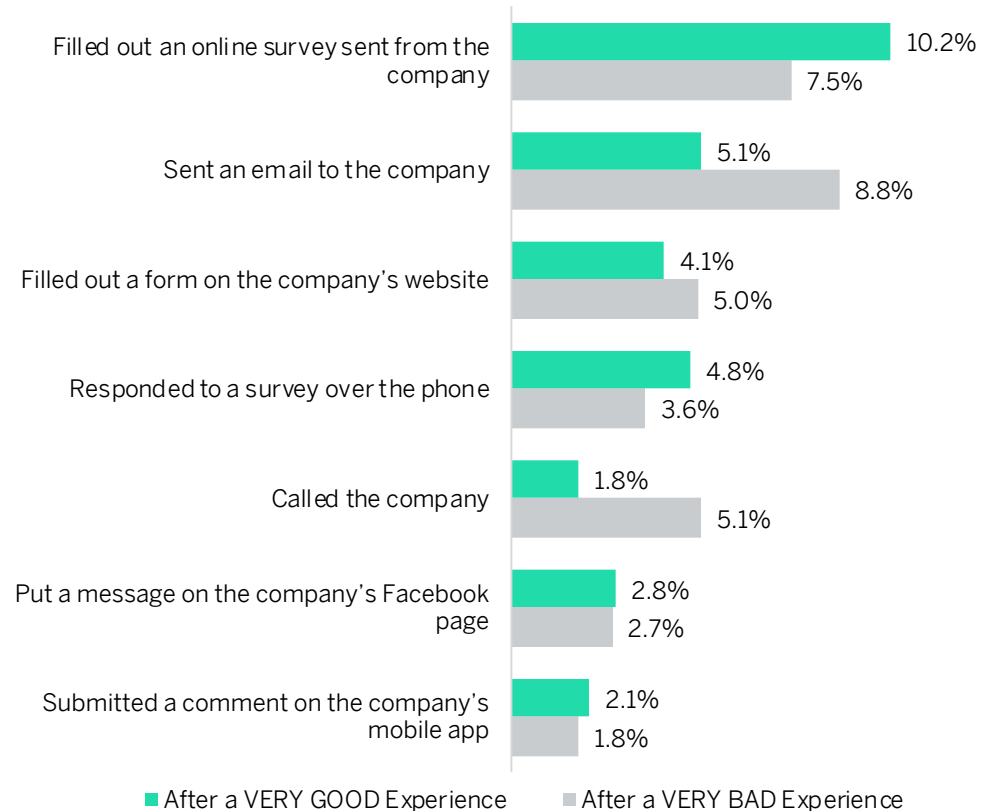
## KEY TAKEAWAYS

- + Consumers use different channels to share negative and positive feedback with a company.
- + Companies are most likely to hear about very bad experiences through emails and very good experiences from online surveys.
- + Phone calls are biased. More than 2x as many consumers called a company directly to provide feedback after a very bad experience (5%), compared to a very good one (2%).

## ABOUT

This chart looks at the channels that consumers use to directly contact a company after having a very good or very bad experience.

How did you contact a company after a VERY GOOD or VERY BAD experience?  
Select all that apply. (Of those who contacted companies)



# Changes in How Consumers Give Feedback After a Good Experience, 2017 and 2019

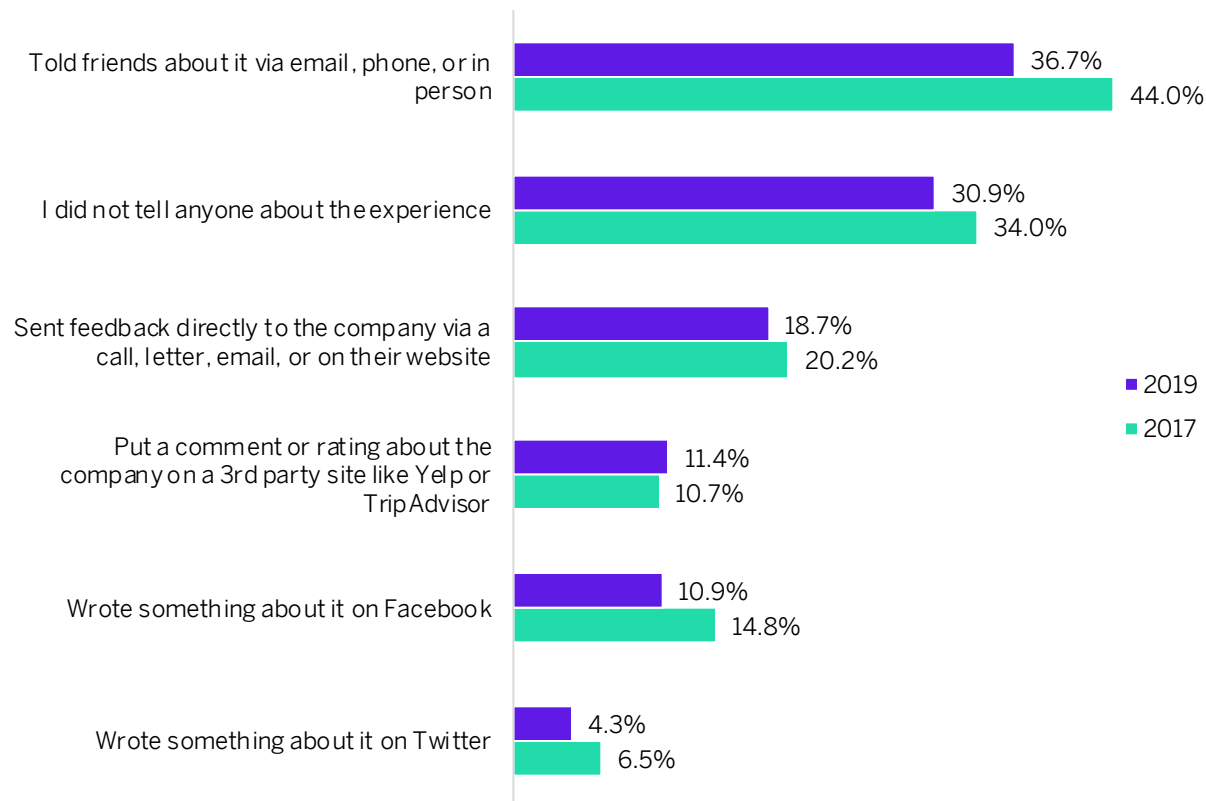
## KEY TAKEAWAYS

- + Slightly fewer consumers are sharing their very good experiences. Only 69% of consumers who had a very good experience told someone about it in 2019, compared to 66% in 2017.
- + Facebook and Twitter saw modest declines — a decrease of 4 and 2 percentage-points, respectively — in consumers who share their experiences via these platforms from 2017 to 2019.

## ABOUT

This chart looks at how consumers behaved after having a very good experience with a company, in 2017 and 2019.

Thinking about a VERY GOOD experience you've recently had with a company, which of the following things did you do after the interaction? Select all that apply.



Base: 10,000 U.S. consumers

Source: Temkin Group Q3 2017 Consumer Benchmark Study,

Qualtrics XM Institute Q2 2019 U.S. Consumer Benchmark Study

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# Changes in How Consumers Give Feedback After a Bad Experience, 2017 and 2019

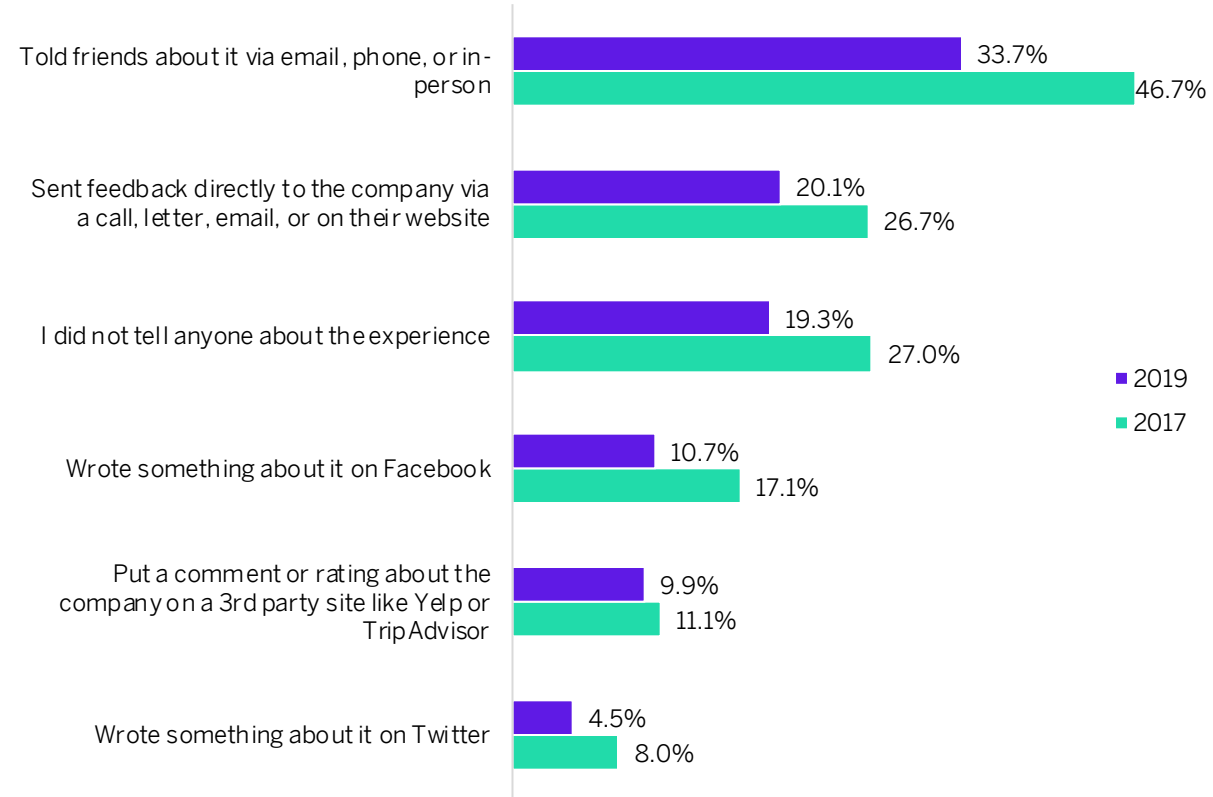
## KEY TAKEAWAYS

- + Eighty percent of consumers who had a bad experience told someone about it in 2019, a 7 percentage point increase from 2017.
- + Facebook and Twitter saw modest declines — a decrease of 7 and 3.5 percentage points, respectively — in consumers who share their experiences via these platforms from 2017 to 2019.

## ABOUT

This chart looks at how consumers behaved after having a very bad experience with a company, in 2017 and 2019.

Thinking about a VERY BAD experience you've recently had with a company, which of the following things did you do after the interaction? Select all that apply.



Base: 10,000 U.S. consumers

Source: Temkin Group Q3 2017 Consumer Benchmark Study,

Qualtrics XM Institute Q2 2019 U.S. Consumer Benchmark Study

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# How Consumers Across Age Groups Give Feedback After Good Experiences

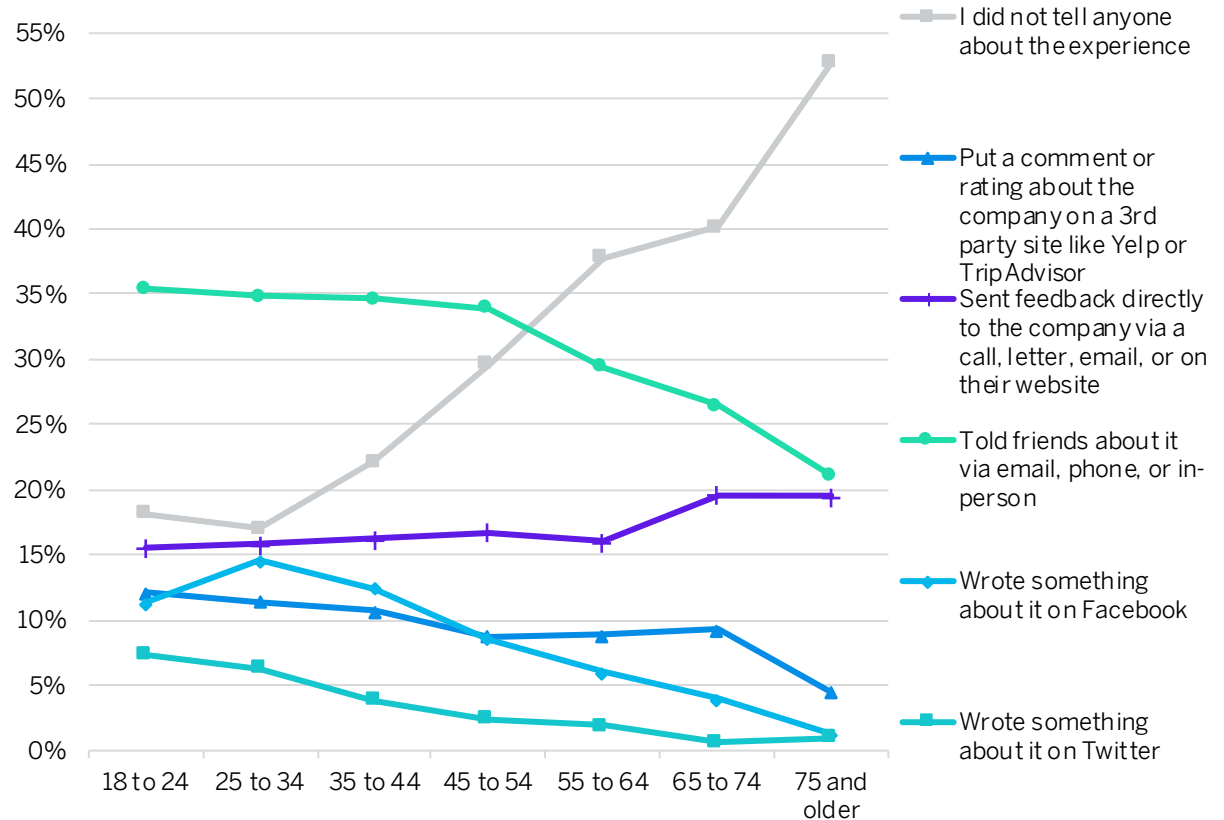
## KEY TAKEAWAYS

- + Likelihood to share feedback after a good experience decreases with age. Consumers aged 75 and above were the least likely to tell someone about their good experience.
- + There is little variation across age groups in consumers' likelihood to give feedback directly to a company.
- + Consumers are least likely to use Twitter to contact a company following a good experience, regardless of their age.

## ABOUT

This chart looks at what consumers across different age categories say they do after having a very good experience with a company.

Thinking about a VERY GOOD experience you've recently had with a company, which of the following things did you do after the interaction?



Base: 10,000 U.S. consumers

Source: Qualtrics XM Institute Q2 2019 U.S. Consumer Benchmark Study

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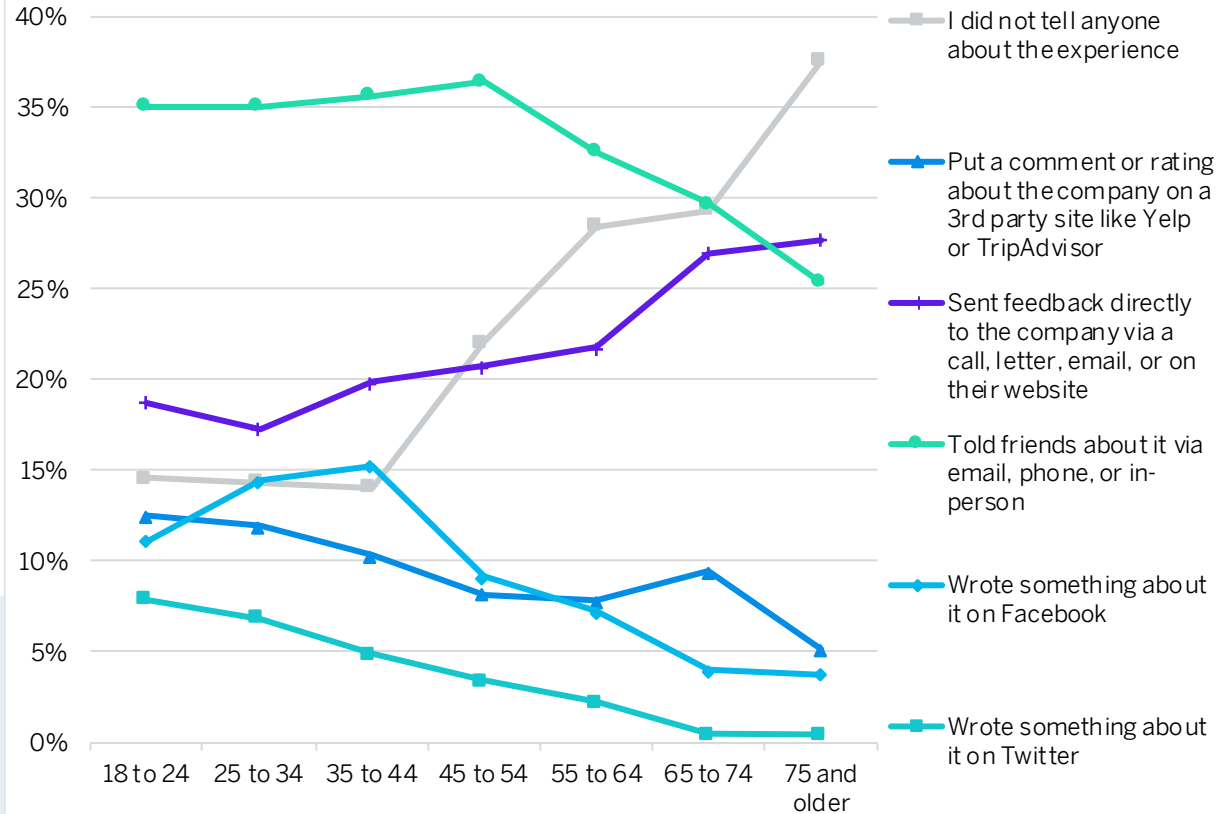
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# How Consumers Across Age Groups Give Feedback After Bad Experiences

## KEY TAKEAWAYS

- + Likelihood to share feedback after a bad experience decreases with age. Consumers aged 75 and above were the least likely to tell someone about their bad experience.
- + Consumers aged 18 to 34 are the most likely to share with someone after having a bad experience with a company, and this is true for good experiences as well.
- + Consumers are least likely to use Twitter to contact a company following a bad experience, regardless of their age.

Thinking about a VERY BAD experience you've recently had with a company, which of the following things did you do after the interaction?



## ABOUT

This chart looks at what consumers across different age categories say they do after having a very bad experience with a company.

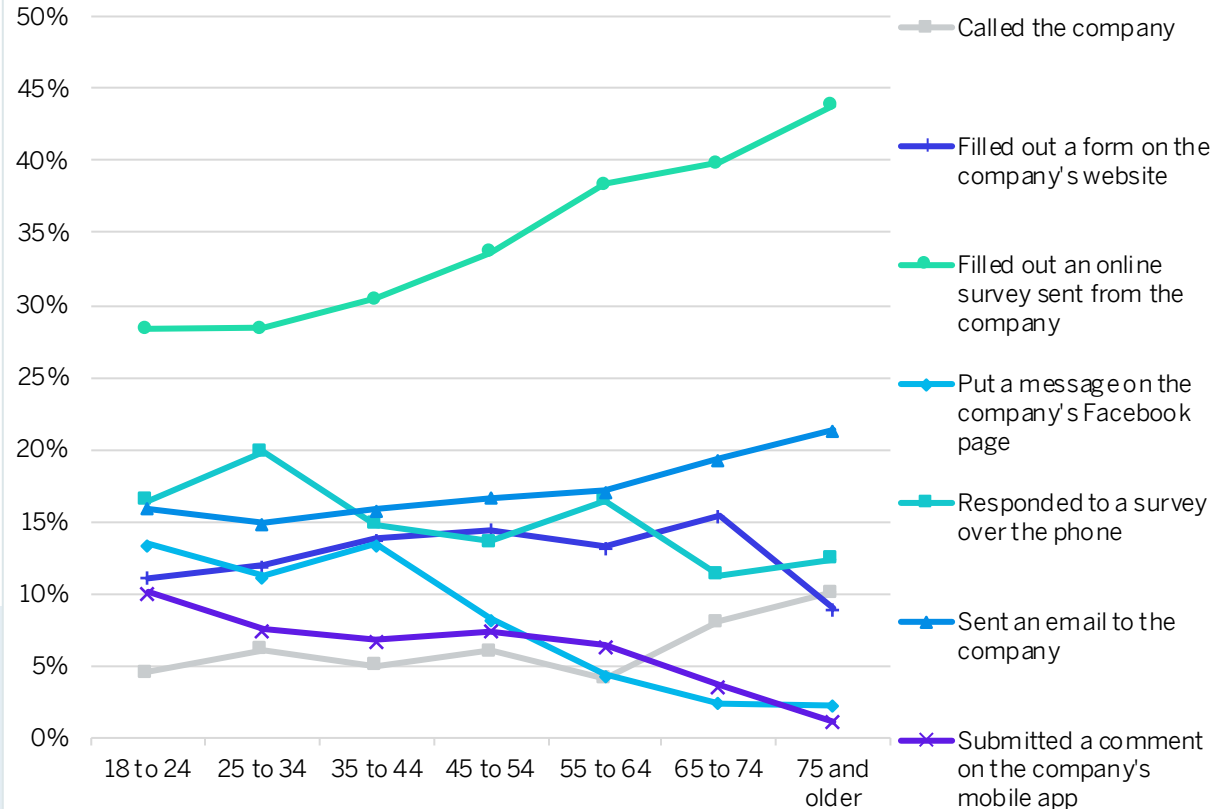


# How Consumers Across Age Groups Give Feedback Directly to Companies After Good Experiences

## KEY TAKEAWAYS

- + The proportion of consumers who filled out an online survey sent from a company to share feedback after a good experience increases consistently with age.
- + Across all age groups, consumers are fairly unlikely to call a company directly to share feedback after a good experience, although this proportion increases slightly for consumers age 65 and older.
- + Similarly, consumers of all ages are unlikely to use a company's mobile app to share feedback after a good experience.

How consumers who contacted a company after a VERY GOOD experience communicated with the company:



## ABOUT

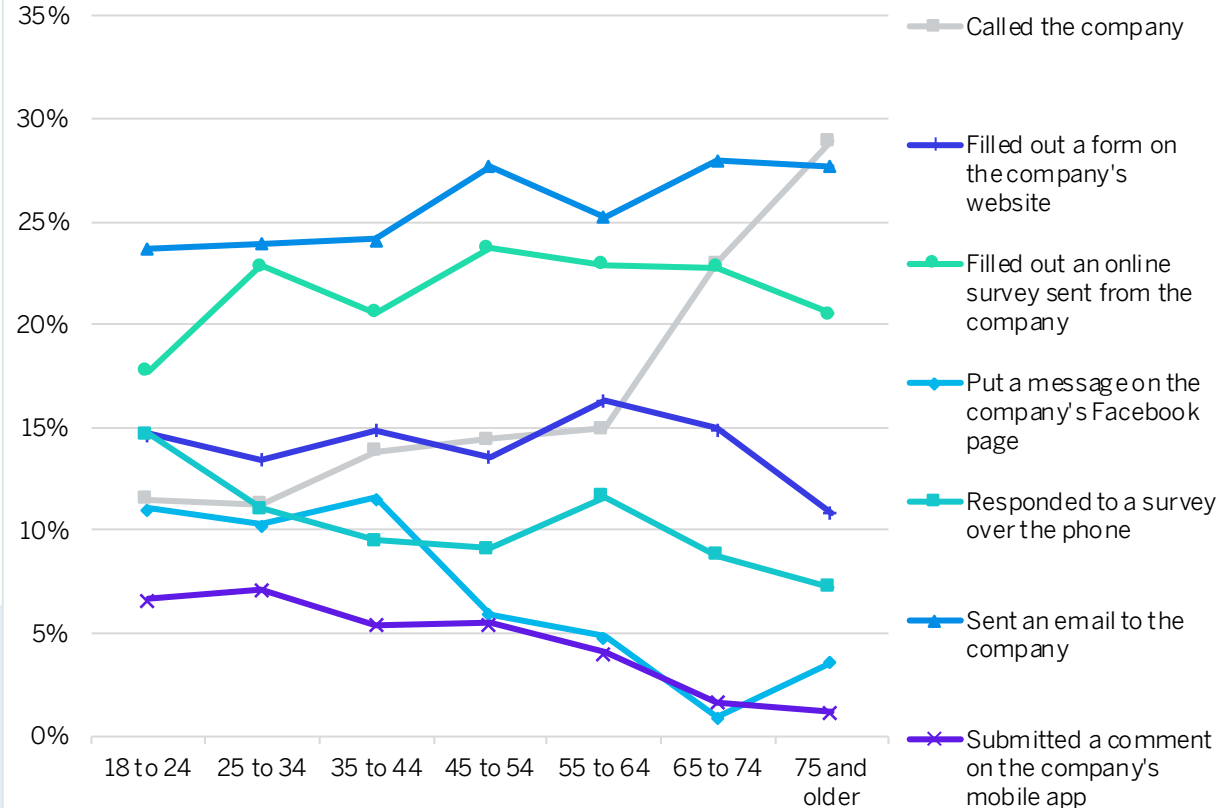
This chart looks at the different ways consumers shared their feedback directly to companies after having a very good experience.

# How Consumers Across Age Groups Give Feedback Directly to Companies After Bad Experiences

## KEY TAKEAWAYS

- + Elderly consumers (age 65 and older) are significantly more likely to call a company to provide feedback after a bad experience than younger consumers.
- + Across all age groups, consumers are fairly unlikely to use a company's mobile app to share feedback after a bad experience.
- + Consumers 45 and older are less likely to use Facebook to provide feedback, compared to younger consumers. This is also true for good experiences.

How consumers who contacted a company after a VERY BAD experience communicated with the company:



## ABOUT

This chart looks at the different ways consumers shared their feedback directly to companies after having a very bad experience.