

#### **INSIGHT REPORT**

# What Happens After a Good or Bad Experience, 2017

STUDY OF 10,000 U.S. CONSUMERS SHOWS EFFECTS ON SPENDING AND FEEDBACK FOR 20 INDUSTRIES

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#### **EXECUTIVE SUMMARY**

To understand how good and bad experiences affect customer behavior, we asked 10,000 U.S. consumers about their recent interactions with more than 300 companies across 20 industries. We then compared results with similar studies we've conducted over the previous six years. Here are some highlights:

- About 19% of the customers who interacted with Internet service providers and TV service providers reported having a bad experience a considerably higher percentage than in other industries. Of the companies we evaluated, Spirit Airlines, Fox Rent A Car, and Super 8 deliver bad experiences most frequently.
- We looked at the percentage of customers in an industry who had a bad experience and combined that number with the percentage of customers who said they decreased their spending after a bad experience and then used this data to create a Revenues at Risk Index for all 20 industries. Rental car agencies stand to lose the most revenue (6.7%) from delivering bad experiences, while retailers stand to lose the least (1%).
- Investment firms are most effective at recovering after a bad experience, whereas TV service providers are the least effective.
- After customers have a very bad or very good experience with a company, they are more likely to give feedback directly to the company than they are to post about it on Facebook, Twitter, or third-party rating sites. Customers are also more likely to share positive feedback through online surveys and share negative feedback through emails.
- Compared to previous years, customers are more likely to share feedback over Facebook and Twitter, and these channels are most popular with consumers who are between 25- and 44-years-old.
- Of all the companies we evaluated, The Hartford is the most likely to receive negatively biased feedback directly from its customers, while Chubb is likely to receive the most positively biased feedback.

### BAD EXPERIENCES ARE PREVALENT IN THE INTERNET SERVICES AND TV SERVICES SECTORS

We asked 10,000 U.S. consumers whether or not they recently had a bad experience with 324 companies across 20 industries. The results show that:

- Internet and TV service providers deliver the worst experiences. About 19% of customers in both the Internet services industry and the TV services industry report having a negative experience with a company in that sector during the previous six months (see Figure 1). Rental cars are the next most likely industry to deliver poor experiences with almost 14% of their customers reportedly having a bad interaction. Internet service providers improved the most over the previous year as the percentage of customers claiming to have had a negative experience in that industry dropped 2.4 points. Meanwhile, the hotel and computers & tablets industries declined the most, each saw their percentage of disgruntled customers go up by 1.8 points. Over the previous three years, the percentage of bad experiences increased the most for rental cars, going up 3.4 points, and decreased the most for utilities, going down 1.6 points.
- 21<sup>st</sup> Century customers are the most likely to have a bad experience. Twenty-eight
  percent of the consumers who interacted with 21st Century over the past six months
  reported having a bad experience with the company (see Figure 2). Seven other
  companies also delivered bad experienced during more than one in five interactions.
- Marshalls and CenterPoint Energy provide the fewest bad experiences. Only 1% of Marshalls' customers and CenterPoint Energy's customers reported having a bad experience with the company. Eleven companies deliver bad experiences to only 2% of their customers.

#### **BAD EXPERIENCES CAN BE VERY COSTLY**

Bad experiences often leave customers with a lasting, negative impression of a company, making them less willing to support that business again in the future. We examined how bad experiences affect consumers' spending patterns, and we found that:

- Fast food miscues affect the most customers. In the wake of a bad experience, 58% of fast food customers cut back on their spending (see Figure 3). By contrast, only one-quarter of utilities customers do the same. For 17 of the 20 industries we examined, the percentage of customers who spend less after a bad experience has increased since last year (see Figure 4). Computers & tablets increased the most, going from 41% in 2015 up to 50% in 2016.
- Rental cars and airlines are losing the most. For each of the 20 industries, we looked at the percentage of customers who'd had a bad experience in that sector and

<sup>&</sup>lt;sup>1</sup> Data comes from the Temkin Group Q3 2016 Consumer Benchmark Survey—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.

combined that number with the percentage of customers who said they decreased their spending after having a bad experience. Using this data, we created a *Revenues at Risk Index* for all 20 industries (see Figure 5). At the top of the list, rental car agencies stand to lose 6.7% of their revenue from bad experiences, while airlines can lose 6%.

• Investment firms are the best at recovering. More than 60% of customers felt that their investment firm recovered well from a bad experience, followed by major appliances with 55% (see Figure 6). TV service providers, Internet service providers, and fast food companies had the lowest rates of good service recovery, all falling below 30%. When we compared this year's finding to results from previous years, we found that investment firms and computers & tablets improved the most over the past year, each jumping 16 percentage-points (see Figure 7).

#### **CONSUMERS GIVE MORE FEEDBACK AFTER A BAD EXPERIENCE**

We also examined the channels that consumers use to talk about their very good or very bad experiences (see Figure 8). Our analysis uncovered that:

- People use more channels to talk about bad experiences. Although the percentage
  of people who keep their bad experiences to themselves is more than twice as high as
  the percentage of people who keep their good experiences to themselves, customers
  still talk about bad experiences at an equal or higher rate across all of the feedback
  channels.
- Most people tell their friends directly. After customers have either a very good or very bad experience, they are most likely to tell their friends about it either in-person, via email, or by phone.
- Companies hear more about bad experiences than good ones. While 30% of consumers told the company directly about a very bad experience, only 25% told it about a very good experience.
- **Facebook tops social media.** More customers publicize their good or bad experience on Facebook than on either ratings sites or on Twitter.

#### The Channels for Direct Company Feedback

We asked the respondents who gave feedback directly to a company about which channels they used (see Figure 9). Here's what we found:

- Surveys are biased towards good news. Fifty-nine percent of consumers used online surveys from the company to share information about a very good experience, compared with only 40% of those who used surveys to share negative feedback.
- **Emails are biased towards negative feedback.** Fifty-one percent of consumers used email to share information about a very bad experience with a company, compared with only 39% of those who used email to share positive feedback.

#### Good Feedback Is on the Rise

We compared this year's results with similar studies done over the previous years and found that (see Figures 10 and 11):

- Facebook and Twitter feedback is on the rise. For both good and bad experiences, the percentage of consumers who share their feedback on Facebook and Twitter increased considerably.
- People are keeping more of their bad experiences to themselves. The percentage of consumers who did not tell anyone about a very bad experience jumped from 24% to 35% over the last year. However, at the same time as more people are keeping bad experiences to themselves, fewer people are keeping good experiences to themselves. Over the past year, the percentage of consumers who didn't tell anyone about a good experience dropped by more than half.

#### **Feedback Differs Across Age Groups**

When we looked at the various ways in which customers across different age groups shared their experiences, we found that (see Figures 12 and 13):

- Direct feedback is steady across ages. Across all age groups, there's very little difference in the percentage of consumers who give feedback directly to a company after both very bad and very good experiences. And when customers of any age give direct feedback, they are most likely to use surveys to convey good news and use emails to convey bad news.
- Facebook is the most popular for 25- to 44-year-olds. After either a good or bad experience, consumers between 25 and 44 years old are the most likely to share their experience on Facebook. And sharing their experience on Facebook is the most popular feedback approach for customers in this age range.
- Rating sites are most popular form of social media for older customers. While
  customers over the age of 65 do not frequently use social media, when they do, they
  prefer sharing their experience on ratings sites rather than on Facebook and Twitter.

#### WHICH COMPANIES FACE THE MOST NEGATIVE FEEDBACK?

The makeup of every company's customer base is different, which means that each company's customers will have different patterns for how they share very good and very bad experiences.<sup>2</sup> To understand how customer preferences differ between companies, we examined the feedback profiles for the customer bases of 338 companies across 20 industries. Here's what we found:

A&P and Alabama Power have the most Facebook posters. We examined what
percentage of each company's customers has shared feedback about their
experiences (with any company) on Facebook over the previous six months (see

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<sup>&</sup>lt;sup>2</sup> This analysis does not examine the feedback that customers have made about these specific companies. Instead, it looks at the general feedback behaviors of the customers who have interacted with them over the previous 60 days.

- Figure 14). At 79%, A&P has the highest percentage of customers who write positive Facebook posts about some company. Meanwhile, 76% of Alabama Power's customers have written a negative Facebook post about a company, the most of any organization we looked at.
- PeoplePC has the most Twitter posters. We examined what percentage of each company's customers has shared feedback about their experiences (with any company) on Twitter over the previous six months (see Figure 15). PeoplePC tops the list with 67% of its customers tweeting positive feedback about some company and 62% tweeting negative feedback.
- Rent-a-Wreck and PeoplePC have the most 3<sup>rd</sup> party raters. We examined what percentage of each company's customers has shared feedback about their experiences (with any company) on 3<sup>rd</sup> party ratings sites over the previous six months (see Figure 16). Rent-a-Wreck has the highest percentage of customers who post positive reviews to 3<sup>rd</sup> party sites (53%), while PeoplePC has the highest percentage of customers who post negative reviews (49%).
- Chubb and Rent-a-Wreck have the most direct responders. We examined how many of each company's customers have shared feedback about their experiences (with any company) directly to a company over the previous six months (see Figure 17). Chubb tops the list of positive posters with 59% of its customers providing positive feedback directly to some company, while 54% of Rent-a-Wreck customers have provided some negative feedback to some company.
- The Hartford faces the most negative feedback bias. For each company, we looked at how frequently its customers give feedback to a company after a very bad experience compared to how frequently they give feedback after a very good experience and used the difference between these numbers to determine the potential level of feedback bias each company faces (see Figure 18). The Hartford has a potential negative bias of 10.9 percentage-points, the highest of any company we looked at.
- Chubb and Reliant face the most positive feedback bias. In addition to looking at which companies are likely to experience the largest negative feedback bias, we also looked at which companies are likely to experience the most positive feedback bias (see Figure 19). Chubb and Reliant each have potential positive feedback biases of around 13 percentage points, the most of any of the companies we looked at.

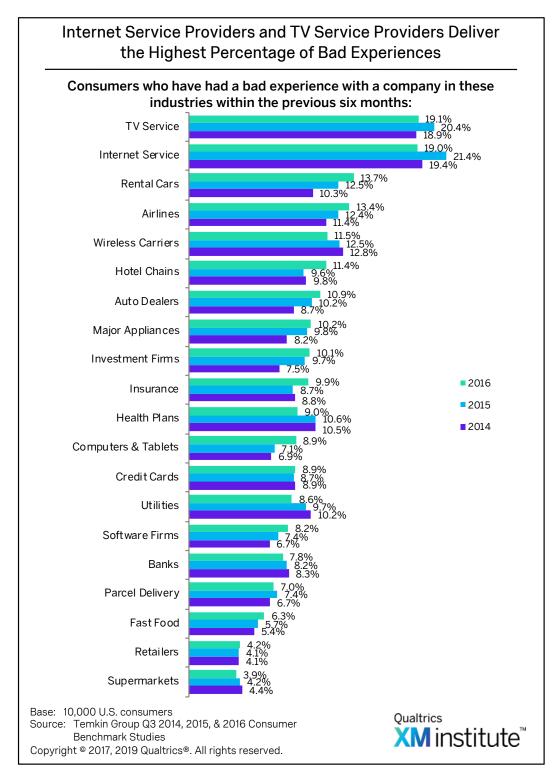


Figure 1

## Companies That Deliver The Most and The Least Bad Experiences

During the previous six months, which of the following companies (if any) have you had a bad experience with?

**Most Bad Experiences** 

**Least Bad Experiences** 

Company	Industry	Bad Experiences	Company	Industry	Bad Experiences
Spirit Airlines	Airlines	26%	Marshalls	Retailers	0%
Fox Rent A Car	Rental Car	23%	CenterPoint	Utility	1%
Super 8	Hotel	23%	Energy	Othity	170
Lincoln	Auto Dealer	22%	Macy's	Retailers	1%
Thrifty	Rental Car	22%	BJ's Wholesale	Retailers	104
Siemens	Major Appliance	22%	Club		1%
Virgin America	Airlines	22%	Barnes & Noble	Retailers	1%
Motel 6	Hotel	21%	Aldi	Supermarket	1%
21st Century	Insurance	20%	Sam's Club	Retailers	1%
Quality Inn	Hotel	20%	Kohl's	Retailers	1%
Haier	Major Appliance	19%	Dollar Tree	Retailers	1%
Ameriprise Financial	Investment Firm	19%	Michael's	Retailers	1%
Scottrade	Investment Firm	18%	Food Lion	Supermarket	2%
Radisson	Hotel	18%	Home Depot	Retailers	2%
Infiniti	Auto Dealer	18%	Ross	Retailers	2%
Morgan Stanley		100/	Wegmans	Supermarket	2%
Smith Barney	Investment Firm	18%	Bed Bath & Beyond	Retailers	2%
BMW	Auto Dealer	18%	T.J. Maxx	Retailers	2%
Time Warner Cable	Internet Service	18%	Ace Hardware	Retailers	2%
Comcast	Internet Service	18%	PetSmart	Retailers	2%
Time Warner		100/	Chick-fil-A	Fast Food	2%
Cable	TV Service	18%	Kroger	Supermarket	2%
Base: 10,000 U.S. consumers Source: Temkin Group Q3 2016 Consumer Benchmark Study Copyright © 2017, 2019 Qualtrics®. All rights reserved.				Qualtrics <b>XM</b> institute™	

Figure 2

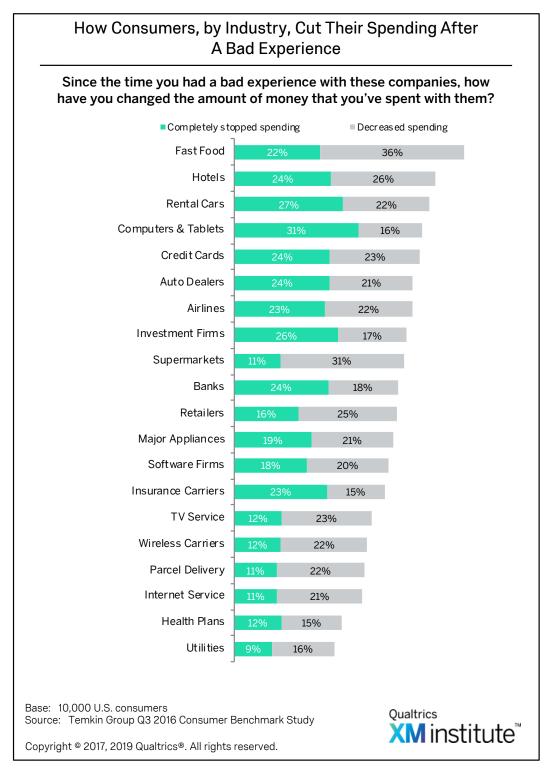


Figure 3

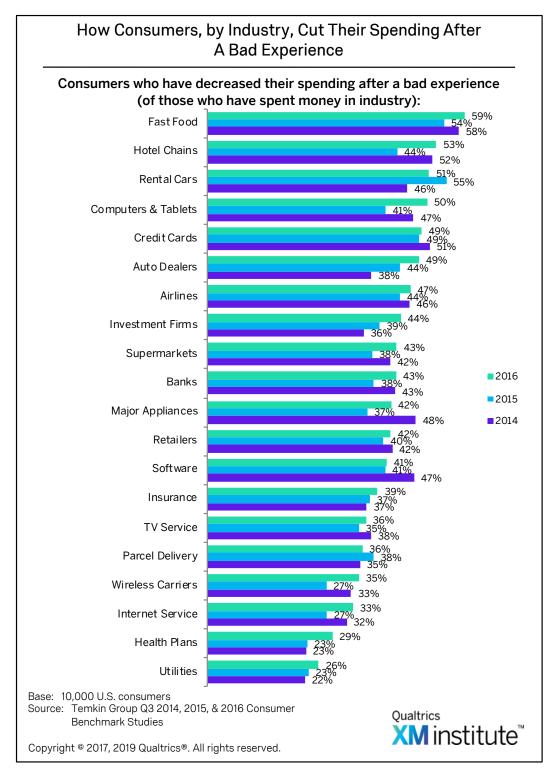


Figure 4

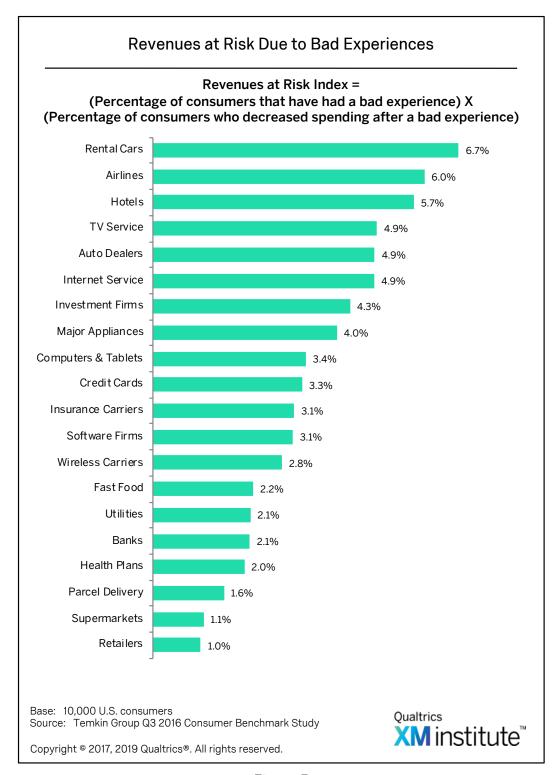


Figure 5

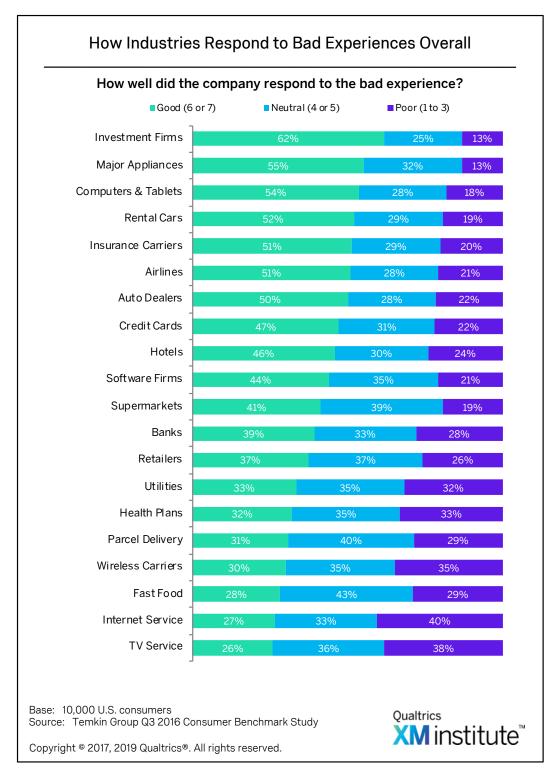


Figure 6

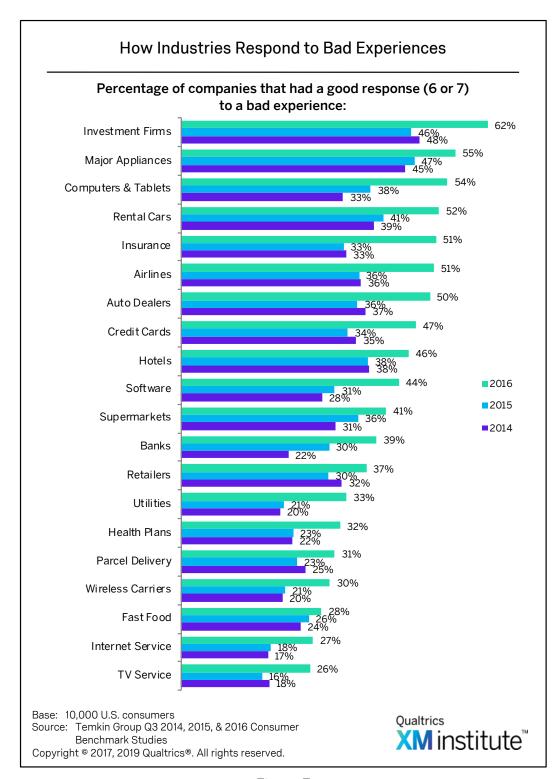


Figure 7

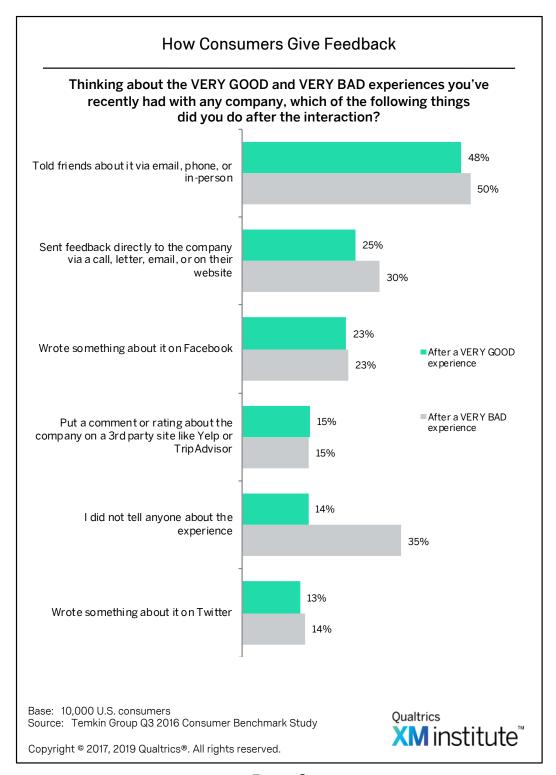


Figure 8

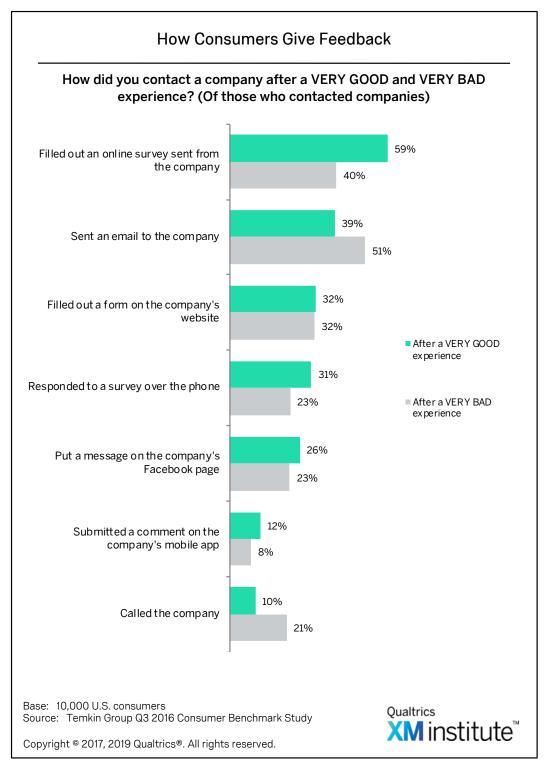


Figure 9

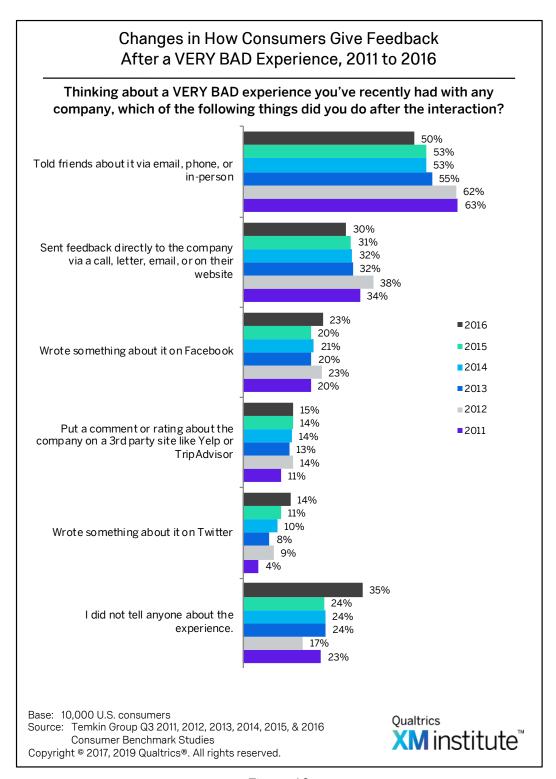


Figure 10

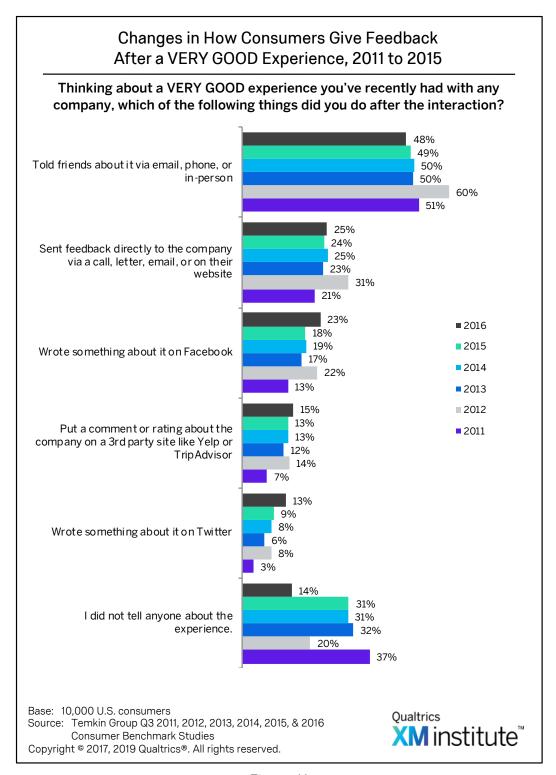


Figure 11

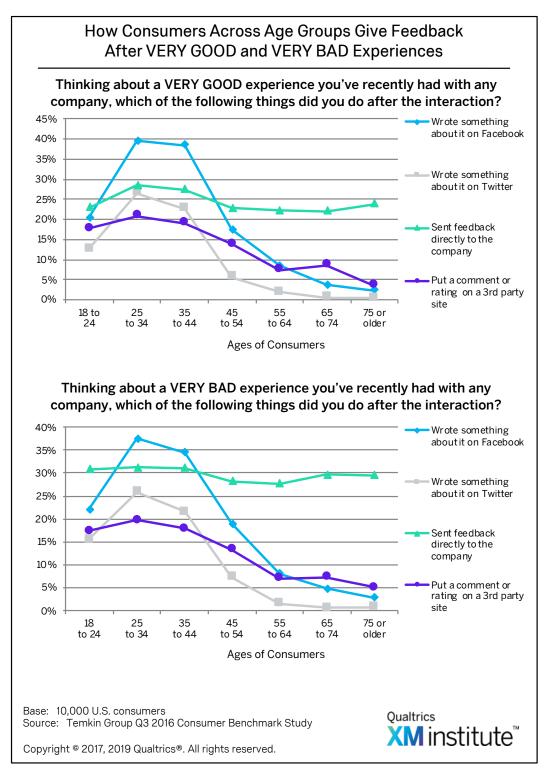


Figure 12

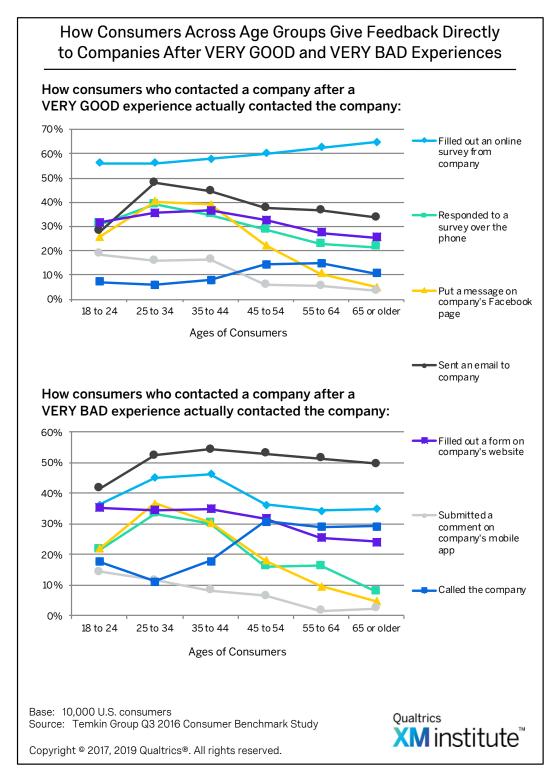


Figure 13

## Companies With Customers Who Are Most Likely to Write Posts on Facebook

Company's customers who have posted on Facebook about their experiences (not necessarily with these companies):

Most Posted After Very Good Experiences Most Posted After Very Bad Experiences

very Good Experiences			very Bad Experiences			
Company	Industry	Positive Posts	Company	Industry	Negative Posts	
A&P	Supermarkets	79%	Alabama Power	Utilities	76%	
Alabama Power Company	Utilities	78%	Company Rent-a-Wreck	Rental Cars	74%	
ACE Rent A Car	Rental Cars	76%	PeoplePC	Internet Service	70%	
Rent-a-Wreck	Rental Cars	72%	A&P	Supermarkets	68%	
Siemens	Major Appliances	71%	ACE Rent A Car Florida Duke	Rental Cars	68%	
Advantage Rent- A-Car	Rental Cars	68%	Energy	Utilities	66%	
Audi	Auto Dealers	68%	Appalachian Power Company	Utilities	62%	
PeoplePC	Internet Service	68%	Activision	Software Firms	62%	
Bosch	Major Appliances	68%	Electrolux	Major Appliances	61%	
Flactualism	Major	68%	Audi	Auto Dealers	61%	
Electrolux	Appliances	68%	Ameriprise Financial	Investments	61%	
Activision	Software Firms	67%	Ameren Illinois Company	Utilities	61%	
Good Neighbor Pharmacy	Retailers	66%	CareFirst (BCBS)	Health Plans	61%	
Virgin America	Airlines	66%	BCBS of New Jersey	Health Plans	61%	
Florida Duke Energy	Utilities	66%	Fox Rent A Car	Rental Cars	60%	
Fox Rent A Car	Rental Cars	64%	Virgin America	Airlines	60%	
DHL	Parcel Delivery	64%	Bosch	Major Appliances	59%	
Empire (BCBS)	Health Plans	63%	Advantage Rent-		<b>50</b> 27	
CareFirst (BCBS)	Health Plans	63%	A-Car	Rental Cars	59%	
21st Century	Insurance	62%	Connecticut	Utilities	59%	
Hitachi	Major Appliances	62%	Light & Power AIG	Insurance	58%	
Base: 10,000 U.S. o Source: Temkin Gr Copyright © 2017, 20	oup Q3 2016 Consu			Qualtrics XM insti	tute™	

Figure 14

## Companies With Customers Who Are Most Likely to Write Posts on Twitter

Company's customers who have posted on Twitter about their experiences (not necessarily with these companies):

Most Posted After Very Good Experiences Most Posted After Very Bad Experiences

Very Good Experiences			very Bud Experiences			
Company	Industry	Positive Posts	Company	Industry	Negative Posts	
PeoplePC	Internet Service	67%	PeoplePC	Internet Service	62%	
Advantage Rent- A-Car	Rental Cars	58%	C Spire Wireless	Wireless Carriers	56%	
C Spire Wireless	Wireless Carriers	57%	Good Neighbor Pharmacy	Retailers	54%	
Good Neighbor Pharmacy	Retailers	57%	BCBS of New Jersey	Health Plans	54%	
Rent-a-Wreck	Rental Cars	56%	Appalachian Power Company	Utilities	54%	
CellularOne	Wireless Carriers	56%	EarthLink	Internet Service	53%	
Fujitsu	Major Appliances	55%	Connecticut Light & Power		52%	
Electrolux	Major Appliances	54%	Rent-a-Wreck	Rental Cars	52%	
Chubb	Insurance	54%	Advantage Rent- A-Car	Rental Cars	51%	
Fox Rent A Car	Rental Cars	53%	Chubb	Insurance	51%	
Connecticut Light & Power	Utilities	52%	CellularOne	Wireless Carriers	50%	
A&P	Supermarkets	52%	Fujitsu	Major	50%	
Empire (BCBS)	Health Plans	51%	-	Appliances		
HSBC	Credit Cards	51%	Health Mart A&P	Retailers Supermarkets	50% 50%	
BCBS of New Jersey	Health Plans	51%	ACE Rent A Car	Rental Cars	50%	
Health Mart	Retailers	51%	Fox Rent A Car	Rental Cars	49%	
National Car Rental	Rental Cars	51%	Ameren Illinois Company	Utilities	49%	
Appalachian Power Company	Utilities	51%	Arizona Public Service Company	Utilities	49%	
Siemens	Major Appliances	51%	Ameriprise Financial	Investments	48%	
Audi	Auto Dealers	50%	Florida Duke Energy	Utilities	48%	
Base: 10,000 U.S. consumers Source: Temkin Group Q3 2016 Consumer Benchmark Study  Copyright © 2017, 2019 Qualtrics®. All rights reserved.				Qualtrics XM insti	tute™	

Figure 15

## Companies With Customers Who Are Most Likely to Write Posts on 3<sup>rd</sup> Party Rating Sites

Company's customers who have posted on 3<sup>rd</sup> party ratings sites about their experiences (not necessarily with these companies):

Most Posted After Very Good Experiences Most Posted After Very Bad Experiences

very Good Experiences			very bad Experiences			
Company	Industry	Positive Posts	Company	Industry	Negative Posts	
Rent-a-Wreck	Rental Cars	53%	PeoplePC	Internet Service	49%	
PeoplePC	Internet Service	47%	Rent-a-Wreck	Rental Cars	48%	
Health Mart	Retailers	44%	San Diego Gas & Electric	Utilities	44%	
Siemens	Major Appliances	44%	Health Mart	Retailers	43%	
Orange Julius	Fast Food	42%	Siemens	Major Appliances	42%	
Virgin America	Airlines	41%	Chubb	Insurance	41%	
Lincoln	Auto Dealers	41%		Major		
Reliant	Utilities	40%	Hitachi	Appliances	40%	
San Diego Gas & Electric	Utilities	40%	Northwestern Mutual	Insurance	39%	
Infiniti	Auto Dealers	40%	Radisson	Hotels	39%	
Hitachi	Major Appliances	39%	Orange Julius	Fast Food Wireless	38%	
Westin	Hotels	39%	C Spire Wireless	Carriers	38%	
Good Neighbor Pharmacy	Retailers	39%	Arizona Public Service Company	Utilities	38%	
Chubb	Insurance	39%	Lincoln	Auto Dealers	38%	
Fujitsu	Major	39%	MSN (Microsoft Network)	Internet Service	37%	
	Appliances	200/	Virgin America	Airlines	36%	
Residence Inn	Hotels	38%	Reliant	Utilities	36%	
Lexus	Auto Dealers	38%	Lexus	Auto Dealers	36%	
GMC Connecticut	Auto Dealers	37%	Jersey Central Power & Light	Utilities	35%	
Light & Power	Utilities	37%	National Car Rental	Rental Cars	35%	
Arizona Public Service Company	Utilities	37%	ING Direct	Bank	35%	
Base: 10,000 U.S. o Source: Temkin Gro Copyright © 2017, 20	oup Q3 2016 Consu			Qualtrics XM insti	tute™	

Figure 16

## Companies With Customers Who Are Most Likely to Provide Feedback Directly to Companies

Company's customers who have provided feedback directly to a company about their experiences (not necessarily with these companies):

**Most After Very Good Experiences** 

**Most After Very Bad Experiences** 

Good Experiences			bau Experiences			
Company	Industry	Positive Posts	Company	Industry	Negative Posts	
Chubb	Insurance	59%	Rent-a-Wreck	Rental Cars	54%	
Rent-a-Wreck	Rental Cars	53%	Lincoln	Auto Dealers	52%	
Westin	Hotels	53%	Health Mart	Retailers	51%	
PeoplePC	Internet Service	53%	The Hartford	Insurance	50%	
Hitachi	Major Appliances	53%	Florida Duke Energy	Utilities	50%	
<b>Good Neighbor</b>	Retailers	53%	Avis	Rental Cars	48%	
Pharmacy	Internet		PeoplePC	Internet Service	48%	
EarthLink Florida Duke	Service	52%	Connecticut Light & Power	Utilities	48%	
Energy C Spire Wireless	Utilities Wireless Carriers	52% 50%	Baltimore Gas and Electric Company	Utilities	47%	
Baltimore Gas		4007	Sheraton	Hotels	47%	
and Electric Company	Utilities	48%	Westin	Hotels	47%	
Siemens	Major Appliances	47%	Philadelphia Electric Company	Utilities	47%	
San Diego Gas & Electric	Utilities	47%	CareFirst (BCBS) HSBC	Health Plans Credit Cards	47% 46%	
Fujitsu	Major Appliances	47%	Northwestern	Insurance	46%	
Residence Inn	Hotels	47%	Mutual		450/	
Quality Inn	Hotels	46%	Chubb	Insurance	45%	
BCBS of New	Health Plans	46%	RadioShack	Retailers	45%	
Jersey Days Inn	Hotels	46%	BCBS of New Jersey	Health Plans	45%	
Lincoln Spirit Airlines	Auto Dealers Airlines	46% 46%	Intuit	Software Firms	45%	
Entergy Corporation	Utilities	46%	Appalachian Power Company	Utilities	45%	
Base: 10,000 U.S. o Source: Temkin Gro Copyright © 2017, 20	oup Q3 2016 Consu			Qualtrics XM insti	tute <sup>™</sup>	

Figure 17

#### Companies Most Likely to Have Negatively Biased Customer Feedback

Customers who have sent feedback directly to any company after a very good experience and after a very bad experience

Company	Industry	After Very GOOD Experience	After Very BAD Experience	Negative Bias (%-points)
The Hartford	Insurance	39%	50%	10.9
Gateway	Computers & Tablets	35%	44%	8.6
Health Mart	Retailers	43%	51%	8.3
A credit union	Bank	27%	35%	7.8
PNC	Bank	30%	37%	7.8
PSE&G	Utilities	35%	43%	7.6
Citigroup	Credit Cards	31%	38%	7.4
Rite Aid	Retailers	29%	36%	7.3
Hampton Inn	Hotels	37%	44%	6.8
Panera Bread	Fast Food	30%	37%	6.8
Wendy's	Fast Food	28%	35%	6.7
Charter Communications	TV Service	31%	38%	6.6
Target	Retailers	27%	33%	6.6
Subway	Fast Food	27%	33%	6.5
Time Warner Cable	TV Service	27%	34%	6.5
Little Caesar's	Fast Food	30%	36%	6.5
Chase	Credit Cards	29%	35%	6.4
Wawa Food Markets	Supermarkets	37%	44%	6.4
Kroger	Supermarkets	29%	35%	6.3
U.S. Postal Service	Parcel Delivery	27%	33%	6.2
Citibank	Bank	32%	38%	6.2
Time Warner Cable	Internet Service	28%	35%	6.1
Wal-Mart	Retailers	25%	31%	6.1
Connecticut Light & Power	Utilities	42%	48%	6.1
Lincoln	Auto Dealers	46%	52%	6.0

Base: 10,000 U.S. consumers

Source: Temkin Group Q3 2016 Consumer Benchmark Study

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Figure 18

#### Companies Most Likely to Have Positively Biased Customer Feedback

Customers who have sent feedback directly to any company after a very good experience and after a very bad experience

Company	Industry	After Very GOOD Experience	After Very BAD Experience	Positive Bias (%-points)
Chubb	Insurance	59%	45%	13.3
Reliant	Utilities	46%	33%	12.9
Ameren Missouri Company	Utilities	43%	33%	9.9
EarthLink	Internet Service	52%	43%	9.1
Hitachi	Major Appliances	53%	44%	9.0
Residence Inn	Hotels	47%	38%	8.6
San Diego Gas & Electric	Utilities	47%	39%	8.6
Good Neighbor Pharmacy	Retailers	53%	45%	8.0
Jersey Central Power & Light	Utilities	42%	34%	7.9
Days Inn	Hotels	46%	39%	7.7
C Spire Wireless	Wireless Carriers	50%	42%	7.7
Blue Shield of California	Health Plans	41%	33%	7.7
GMC	Auto Dealers	45%	38%	7.3
Buick	Auto Dealers	40%	33%	7.0
Advantage Rent-A-Car	Rental Cars	45%	39%	6.5
National Car Rental	Rental Cars	45%	39%	5.7
Westin	Hotels	53%	47%	5.6
Citizens	Bank	43%	37%	5.6
Atmos Energy Services	Utilities	40%	35%	5.4
Alamo Rent A Car	Rental Cars	45%	39%	5.3
Fujitsu	Major Appliances	47%	42%	5.2
Fox Rent A Car	Rental Cars	45%	40%	4.9
Siemens	Major Appliances	47%	43%	4.9
Amica	Insurance	45%	41%	4.9
PeoplePC	Internet Service	53%	48%	4.8
Base: 10,000 U.S. consumers Source: Temkin Group Q3 2016 Consumer Benchmark Study  Copyright © 2017, 2019 Qualtrics®. All rights reserved.  Qualtrics  XM institute®				

Figure 19