



DATA SNAPSHOT

# How Consumers Give Feedback, 2020

STUDY OF 10,000 U.S. CONSUMERS SHOWS CUSTOMER FEEDBACK PREFERENCES

**Bruce Temkin, CCXP**  
Head of the Qualtrics XM Institute

**David Segall**  
Research Associate

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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 342 companies across 21 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, about one in four consumers provide that feedback directly to the company. We also looked at how consumer behavior differs across age groups based on whether they had a good or bad experience.

The data come from the Qualtrics XM Institute Q2 2019 and Q2 2020 consumer benchmark studies, which surveyed a representative sample of 10,000 U.S. consumers based on quotas for gender, age, ethnicity, income, and 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, 2019 and 2020
4. Changes in How Consumers Give Feedback After a Very Bad Experience, 2019 and 2020
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

## AUTHORS

Bruce Temkin, CCXP – Head of the Qualtrics XM Institute  
David Segall – Research Associate

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# How Consumers Share Their Experiences

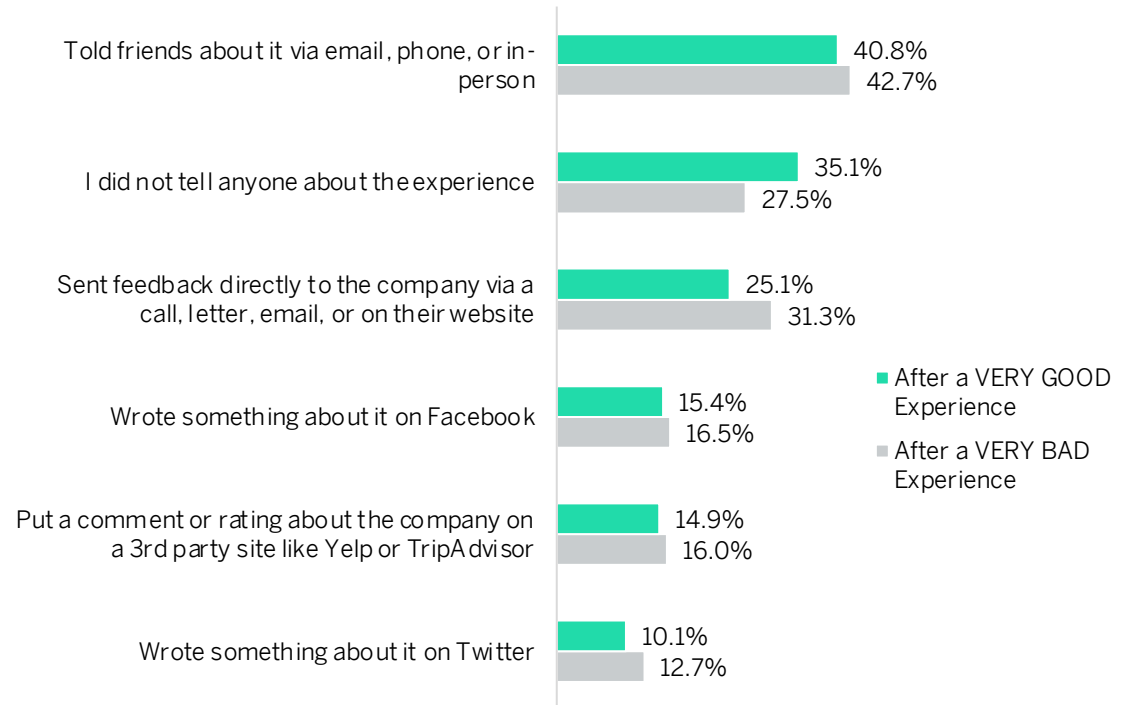
## KEY TAKEAWAYS

- + Consumers are most likely to tell friends about their experiences with companies, regardless of whether they had a very good or very bad experience.
- + People are least likely to use social media and internet sites to communicate about good and bad experiences.
- + One quarter of consumers notify companies of their good experiences while three in ten consumers notify companies of their bad experiences.

### 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

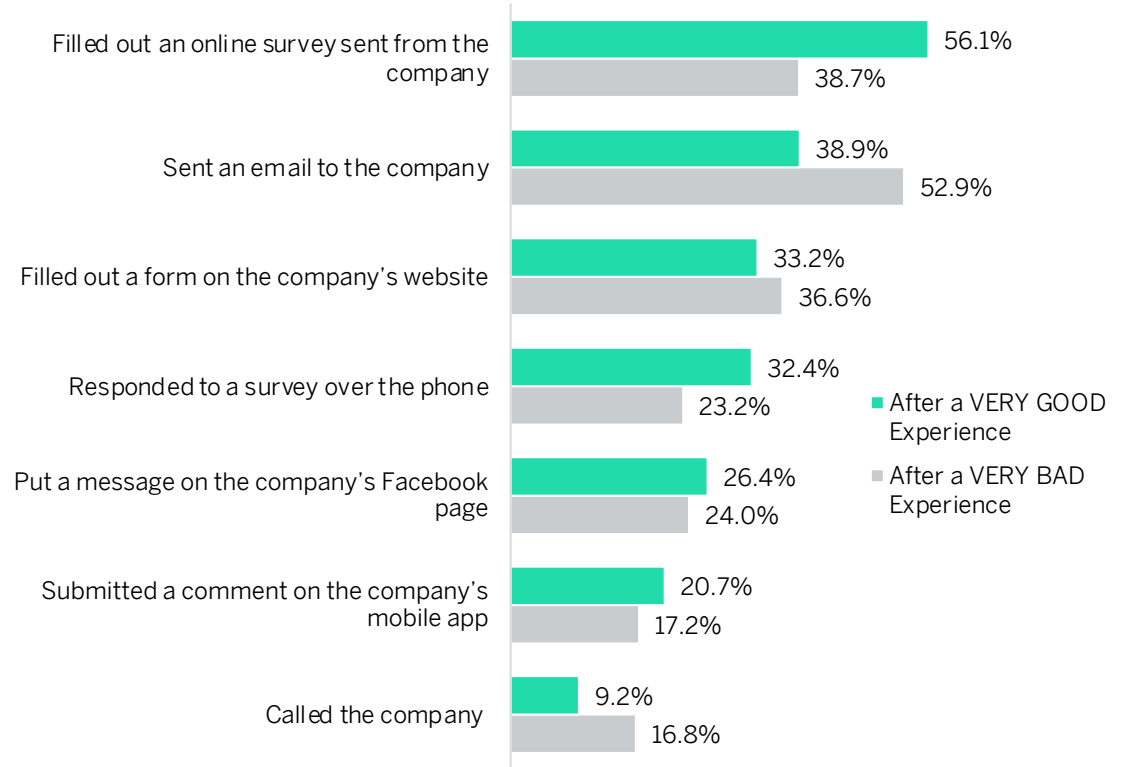
## KEY TAKEAWAYS

- + The channels consumer use to share feedback directly with a company differs depending on whether they had a good or bad experience. This gap is largest for *filling out an online survey sent from the company* and is smallest for *putting a message on the company's Facebook page*.
- + Companies are most likely to hear about bad experiences through emails, with nearly 53% of those having bad experiences using this channel. In comparison, companies are most likely to hear about good experiences through online surveys – about 56% of those having a good experience use this channel.

### 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 Very Good Experience, 2019 and 2020

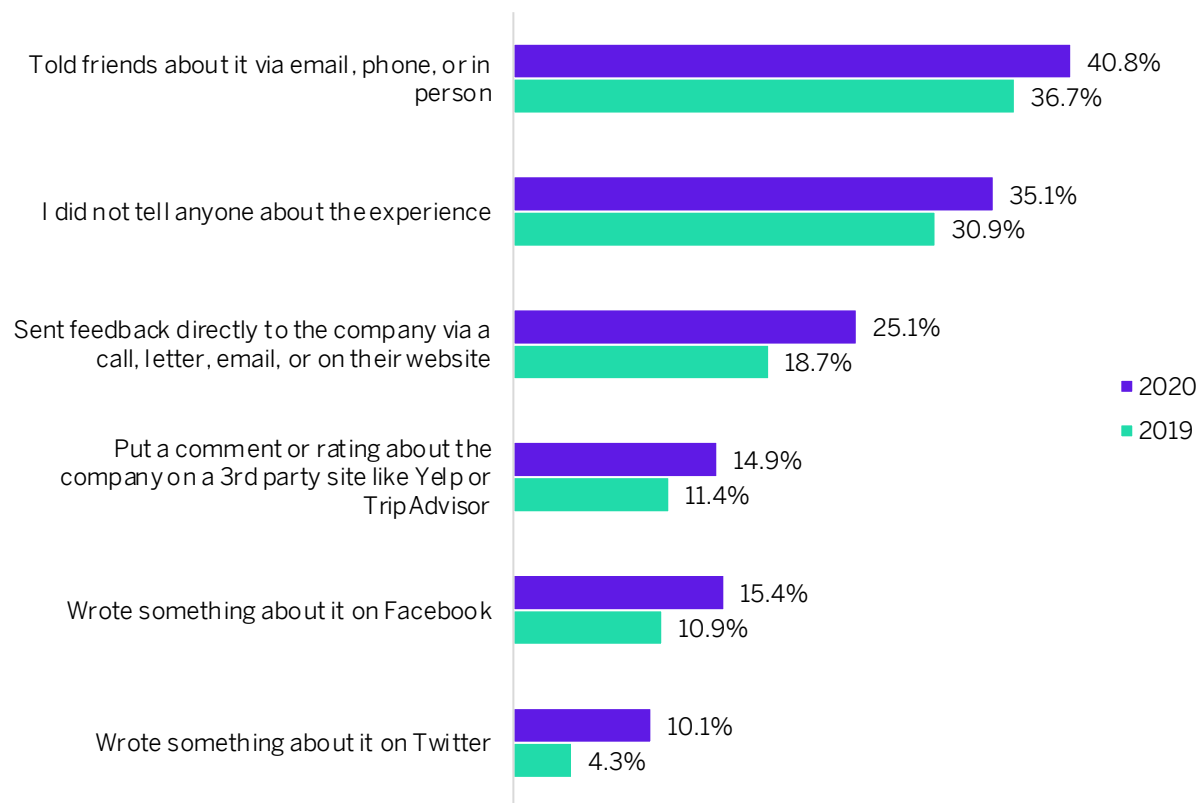
## KEY TAKEAWAYS

- + The proportion of consumers sharing their very good experiences declined between 2019 to 2020. In 2019, about 70% told someone about their positive interaction, while 30.9% didn't. In 2020, the percentage of people who shared about a good experience dropped to about 65%, with 35.1% choosing not to share.
- + Consumers are becoming more likely to share their good experiences on social media outlets. Both Facebook and Twitter saw an increase in the proportion of consumers who write something on one of these platforms from 2019 to 2020.

## ABOUT

This chart looks at how consumers behaved after having a very good experience with a company in 2019 and 2020.

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.



# Changes in How Consumers Give Feedback After a Very Bad Experience, 2019 and 2020

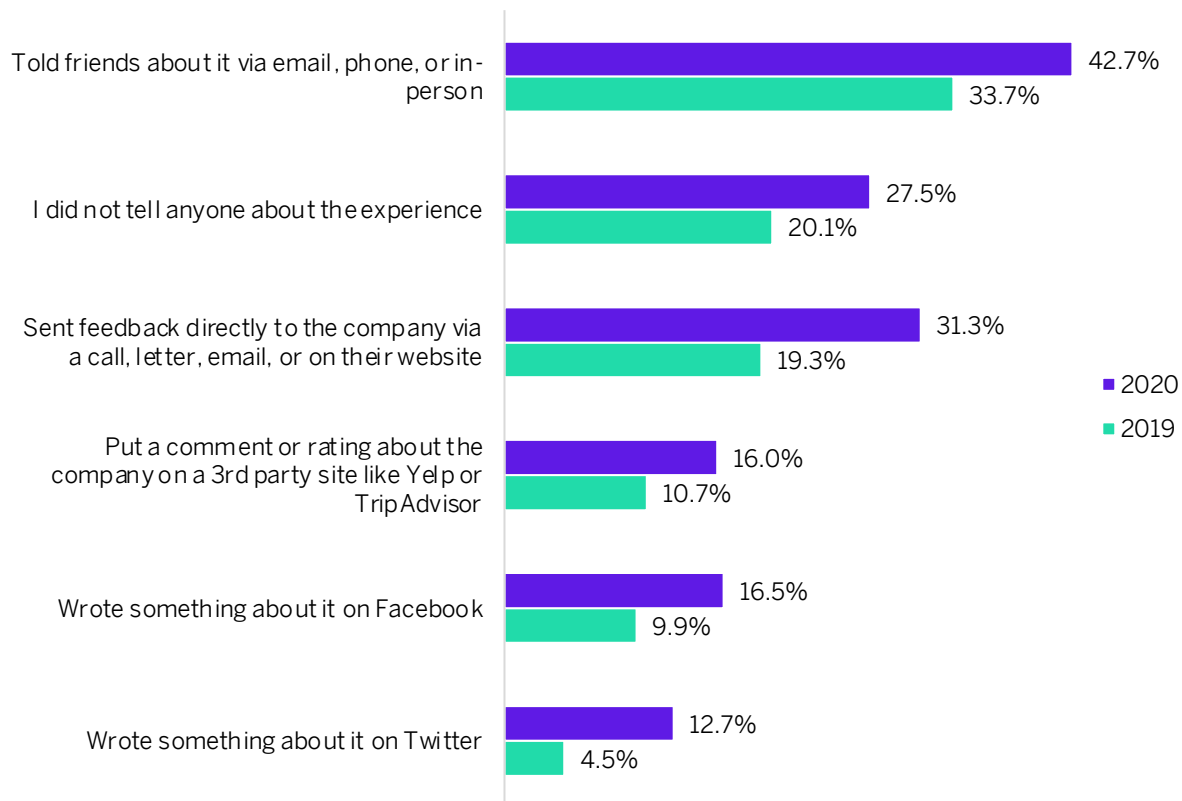
## KEY TAKEAWAYS

- + Almost 72% of consumers who had a bad experience told someone about it in 2020, a seven-point decrease from 2019.
- + The proportion of consumers who share feedback directly with a company, whether *via a call, email, or on their website*, saw a significant increase from nearly 20% in 2019 to about 31% in 2020.
- + Facebook and Twitter saw similar increases from 2019 to 2020 in the proportion of consumers who share their bad experiences with companies via these platforms.

## ABOUT

This chart looks at how consumers behaved after having a very bad experience with a company in 2019 and 2020.

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.

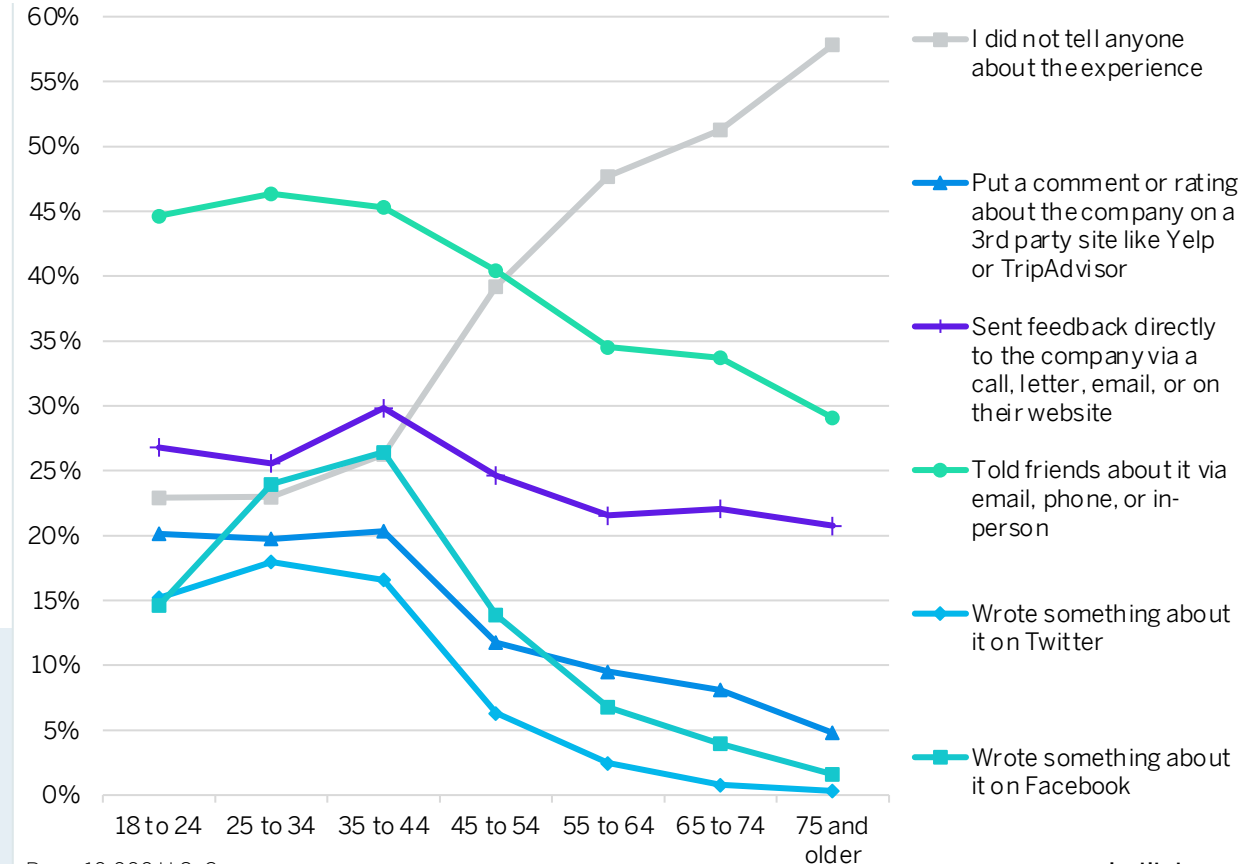


# How Consumers Across Age Groups Give Feedback After Very Good Experiences

## KEY TAKEAWAYS

- + The likelihood of telling people about a good experience markedly decreases with age. The most dramatic decline occurs between the 35 to 44 age group and 45 to 54 age group.
- + All age groups are fairly consistent in the frequency with which they share feedback directly to a company after a good experience.
- + Older consumers are the least likely to write something on social media platforms like Facebook and Twitter after having a 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

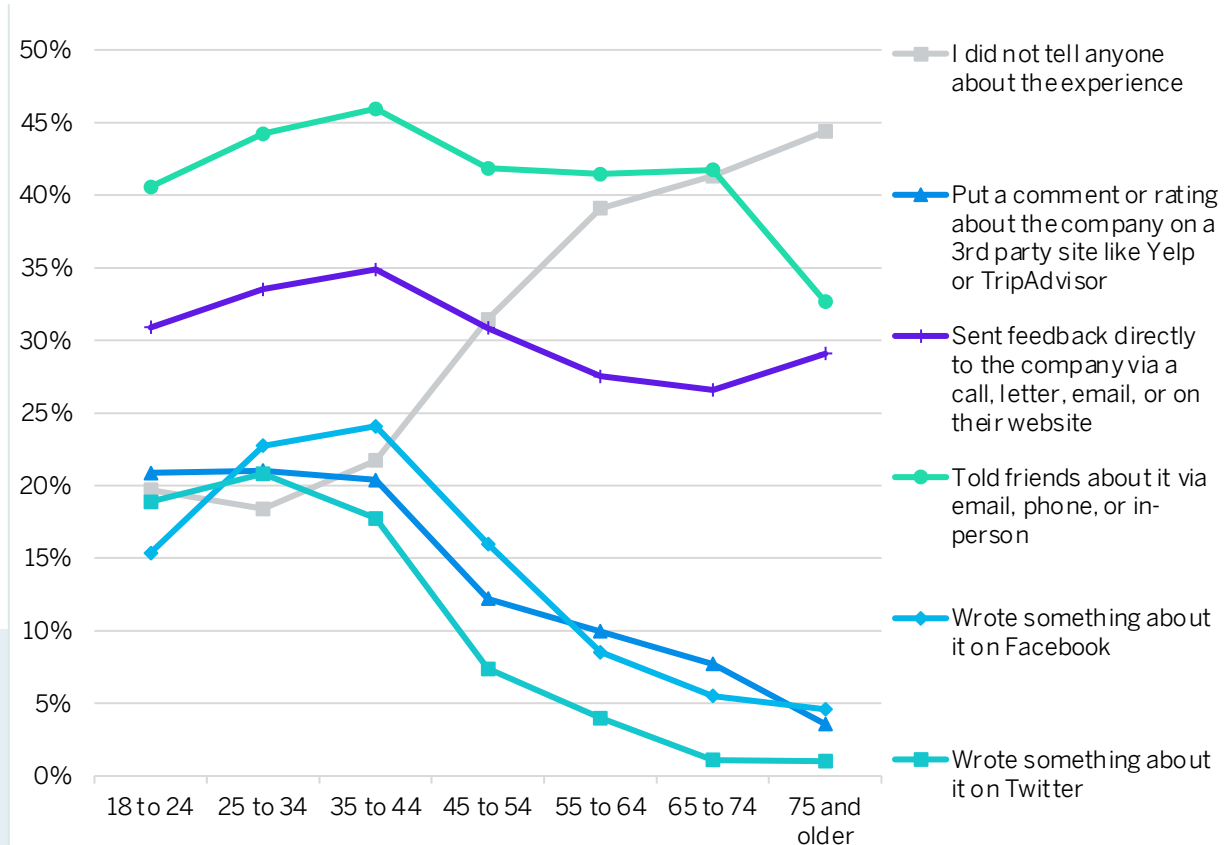
Source: Qualtrics XM Institute Q2 2020 Consumer Benchmark Study

# How Consumers Across Age Groups Give Feedback After Very 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 age 35 to 44 are the most likely to *tell friends about bad experiences via email, phone, or in-person* with over 45% of this age group doing so after a bad experience.
- + Consumers age 25 to 34 are more likely to share information about their bad experience, through any means, than they are to *not tell anyone about the experience*.

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.

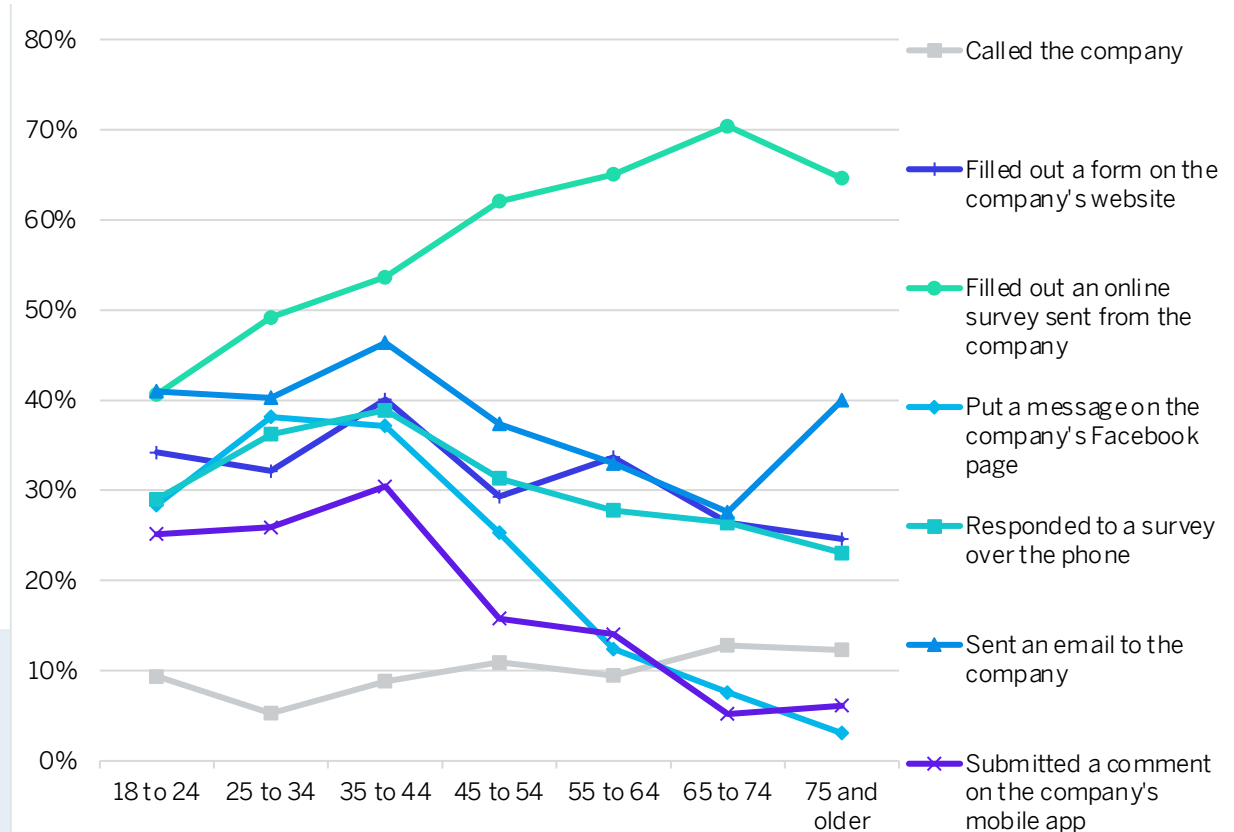


# How Consumers Across Age Groups Give Feedback Directly to Companies After Very Good Experiences

## KEY TAKEAWAYS

- + The proportion of consumers who *filled out an online survey sent from the company* to share feedback after a good experience increases steadily with age, except for the slight drop between the 65 to 74 age group and the 75 or older age group.
- + Consumers under age 65 are less likely to *call a company directly* than any other sharing channel after having a good experience with a company.

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



## ABOUT

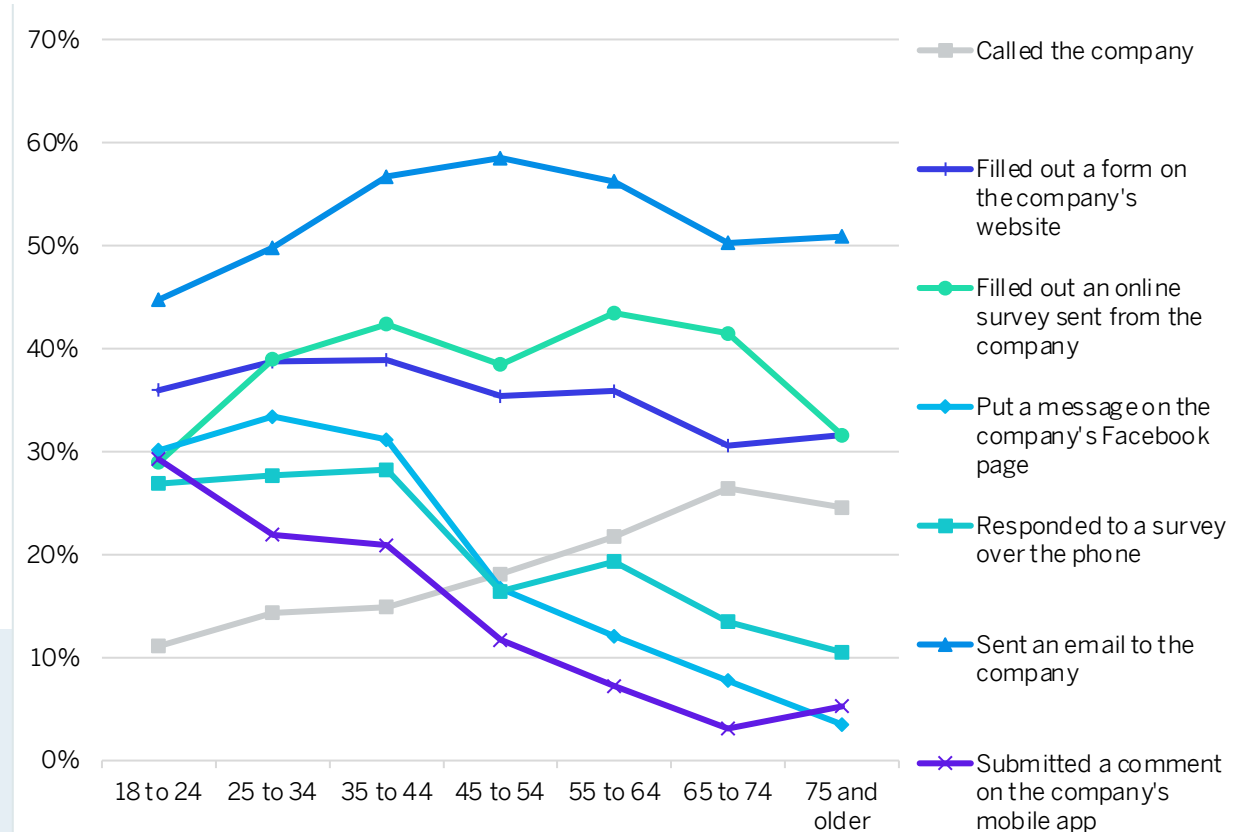
This chart looks at the different ways consumers shared their feedback directly to companies after having a very good experience.

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

## KEY TAKEAWAYS

- + The proportion of consumers who submitted a comment on the company's mobile app after a bad experience decreases steadily with age, starting at around 30% for those age 18 to 24, hitting a minimum of 3% for those age 65 to 74, and bumping back up slightly to 5% for those age 75 or older.
- + Consumers age 45 to 54 are the most likely to send an email to the company after having a bad experience, with almost 60% of this age grouping providing direct feedback in this way.

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



Base: 10,000 U.S. Consumers  
Source: Qualtrics XM Institute Q2 2020 Consumer Benchmark Study

## ABOUT

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