



DATA SNAPSHOT

Global Study: Consumer Feedback Channels

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EXECUTIVE SUMMARY

This research is based on a study of 17,509 consumers from 18 countries: Australia, Brazil, Canada, France, Germany, Hong Kong, India, Indonesia, Japan, Malaysia, Mexico, the Philippines, Singapore, Spain, South Korea, Thailand, the United Kingdom, and the United States. The survey covered consumer attitudes and behaviors around providing companies with feedback. Some highlights include:

- + **Only half of all consumers believe companies ask for the right amount of feedback.** Just 51% of all consumers feel that companies ask for 'about the right amount' of feedback, with Spanish consumers most likely to think companies ask for too little feedback and Indian consumers most likely to think they ask for too much.
- + **People share both good and bad experiences with friends and family.** Fifty-five percent of all consumers told friends and family about a very good experience, and 49% told them about a very bad experience. Meanwhile, only 40% of consumers sent feedback directly to a company after a good experience, and 42% send feedback after a bad experience.
- + **Consumers share negative feedback through websites and email.** In nine of the 18 countries, consumers who give feedback directly to a company after a bad experience are most likely to submit their feedback through a website, while consumers from eight of the countries are most likely to provide direct feedback by sending the company an email.
- + **Surveys have the highest positive feedback bias.** The percentage of consumers who say they use surveys to share feedback after a positive experience is 12 percentage-points higher than the percentage who use it to report a poor experience – the largest gap for any feedback channel.

FIGURES IN THE REPORT

1. How Often Companies Ask for Feedback
2. How Companies Respond to Feedback
3. Positive and Negative Feedback Provided Directly to Companies
4. Feedback After a Very Good Experience
5. How Consumers Give Companies Direct Feedback After a Very Good Experience
6. Feedback After a Very Poor Experience
7. How Consumers Give Companies Direct Feedback After a Very Poor Experience
8. Channels Used for Direct Feedback to Companies
9. How Direct Consumer Feedback Differs Between Good and Poor Experiences

Methodology

How Often Companies Ask for Feedback

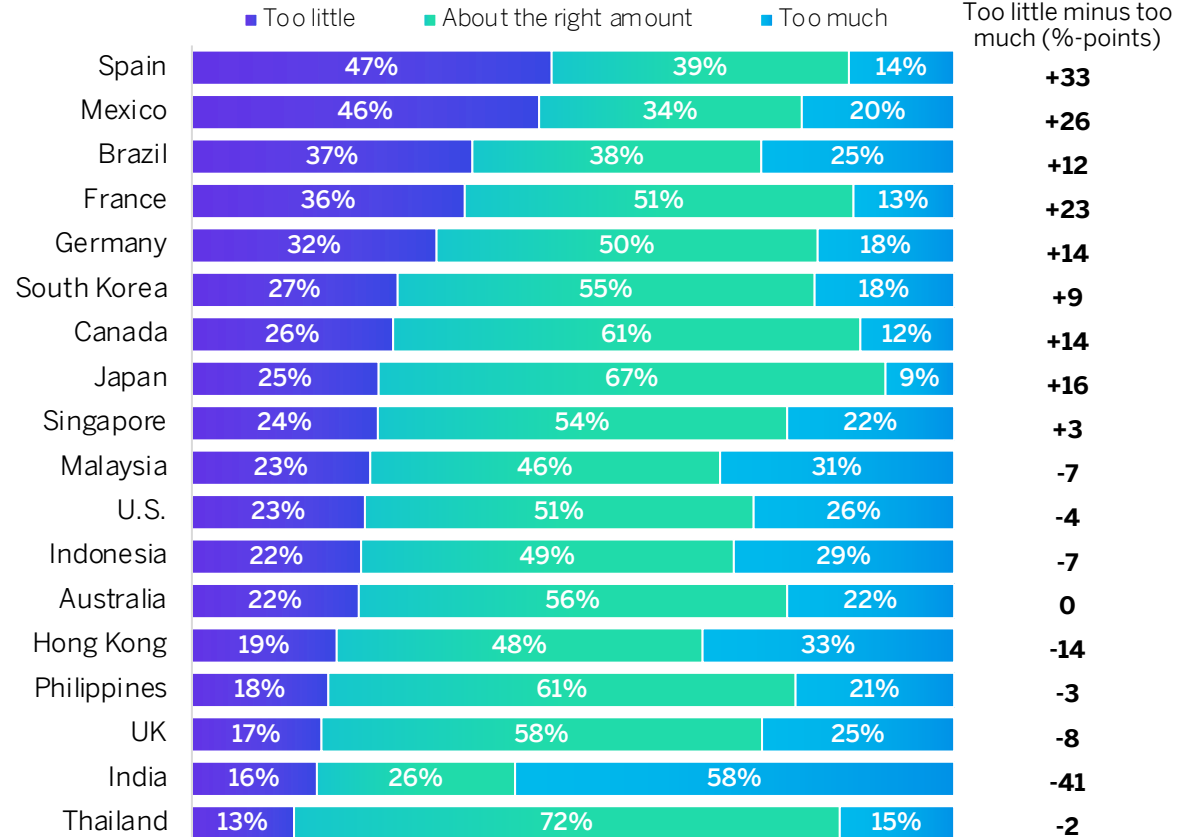
KEY TAKEAWAYS

- + Forty-seven percent of Spanish consumers think companies ask for too little feedback, the most of any surveyed country and 33 points higher than the percentage of Spanish consumers who think they ask for too much feedback.
- + Consumers in India are least likely to want companies to ask for more feedback. There's a 41 percentage-point gap between consumers who think companies ask for feedback too much and those who think they ask too little.
- + Consumers in Thailand are the most content, with 72% of respondents saying that companies ask for about the right amount of feedback.

ABOUT

This chart shows how consumers from each surveyed country feel about how often companies ask them to provide feedback. It also shows the percentage-point difference between consumers from each country who believe companies ask for too much feedback and those who believe they ask for too little.

“Thinking about the companies that you have recently interacted with, how do you feel about how often they asked you to provide feedback?”



How Companies Respond to Feedback

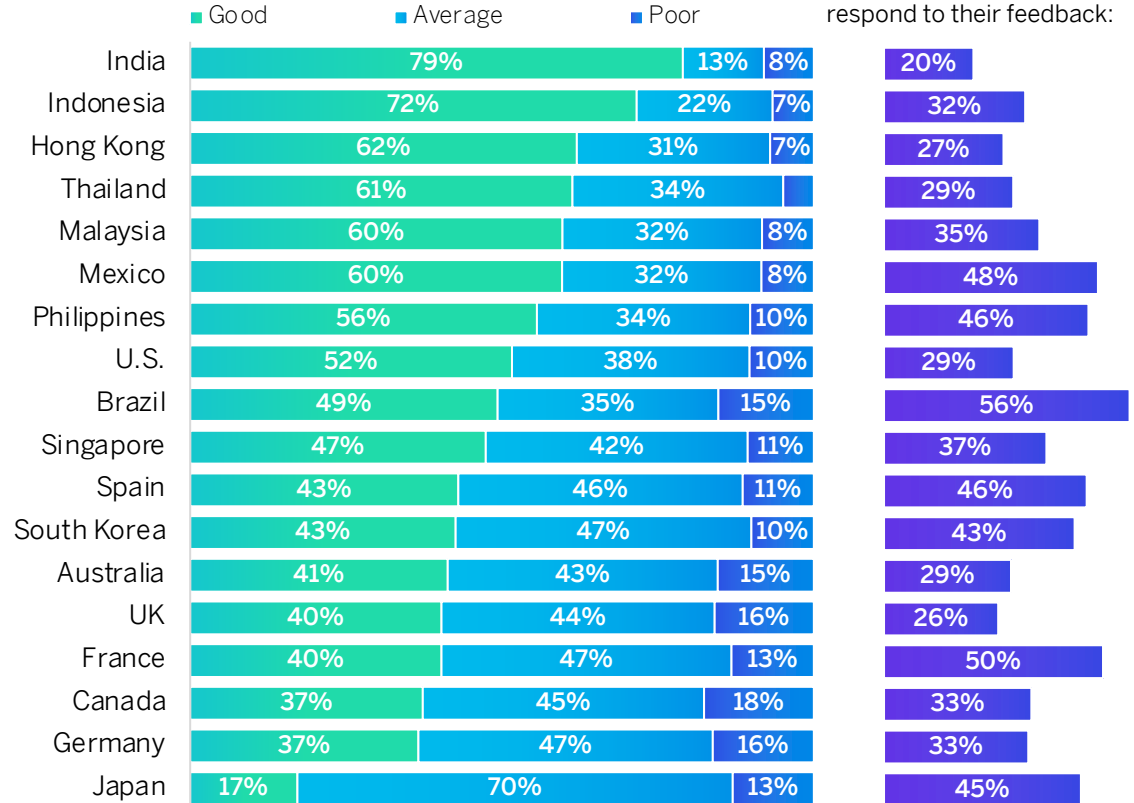
KEY TAKEAWAYS

- + Consumers in India rate companies' response to feedback most highly and are also the least likely to decrease their spending if a company doesn't respond to their feedback.
- + Japanese consumers are – by a significant margin – the least likely to classify organizations' response to feedback as 'good.'
- + On average, 37% of consumers are unlikely to purchase more from companies that do not respond to their feedback.
- + Consumers in Brazil are the least likely to purchase more from a company that doesn't respond to their feedback.

ABOUT

This chart shows how well consumers from each surveyed country feel organizations respond to their feedback. It also shows the percentage of consumers from each country who say they are unlikely to purchase more from an organization that doesn't respond well to their feedback.

“Thinking about the organizations you have given feedback to, how would you rate the way they responded to your feedback?”



Consumers who are unlikely to purchase more from an organization that doesn't respond to their feedback:

Positive and Negative Feedback Provided Directly to Companies

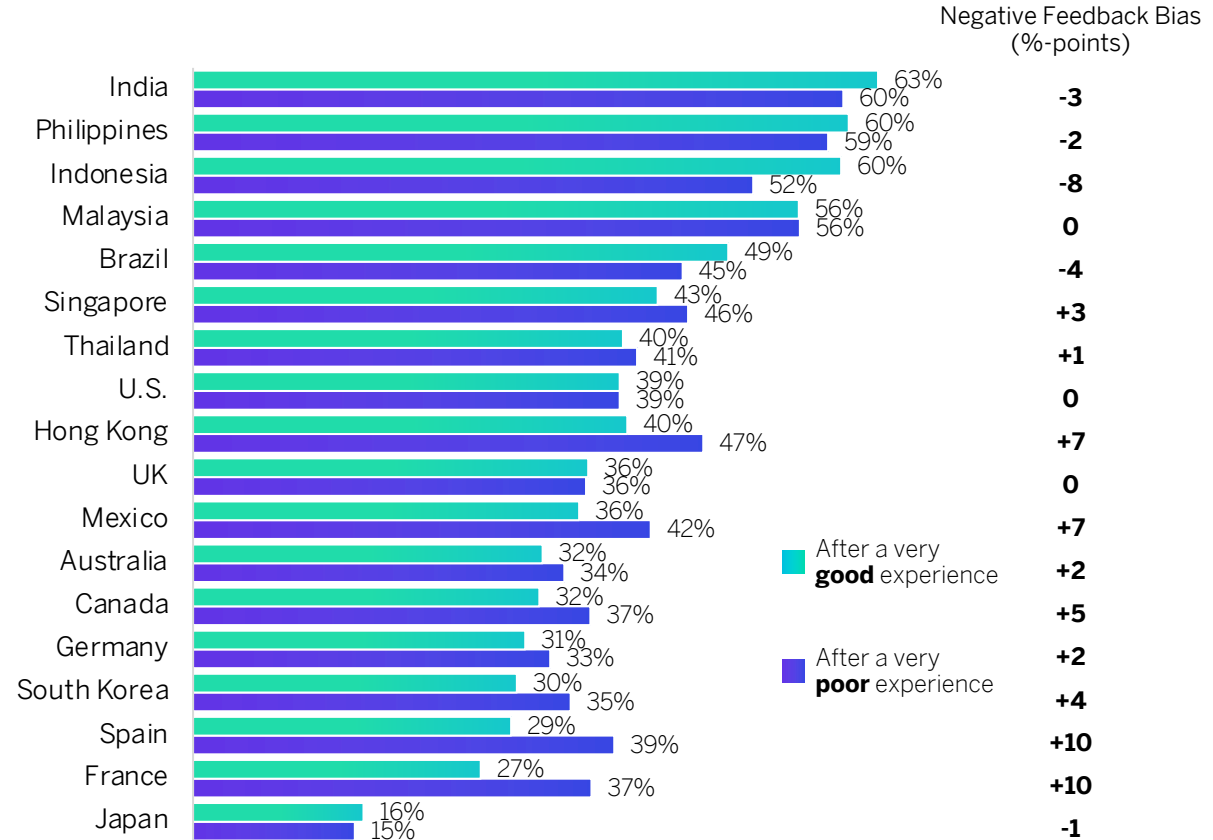
KEY TAKEAWAYS

- + Consumers in India are most likely to give feedback directly to a company following a very good or a very poor experience.
- + Consumers in Japan are the least likely to provide feedback to companies after either a very good or a very poor experience.
- + Direct feedback skews most negative in Spain and France, where the percentage of consumers who share feedback after a bad experience is 10 points higher than the percentage who provide feedback after a good experience.
- + Direct feedback has the most positive bias in Indonesia, where consumers are eight percentage-points more likely to share feedback after a good experience.

ABOUT

This chart shows the percentage of consumers from each country who send feedback directly to a company after a very good experience and after a very poor experience. It also shows the Negative Feedback Bias for each country, which is the percentage of consumers who give direct feedback after a poor experience minus those who give direct feedback after a good experience.

Consumers Who Sent Feedback Directly to Companies After a Very Good or a Very Poor Experience:



Base: 17,509 consumers across 18 countries
Source: Qualtrics XM Institute Q1 2021 Global Consumer Study

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Feedback After a Very Good Experience

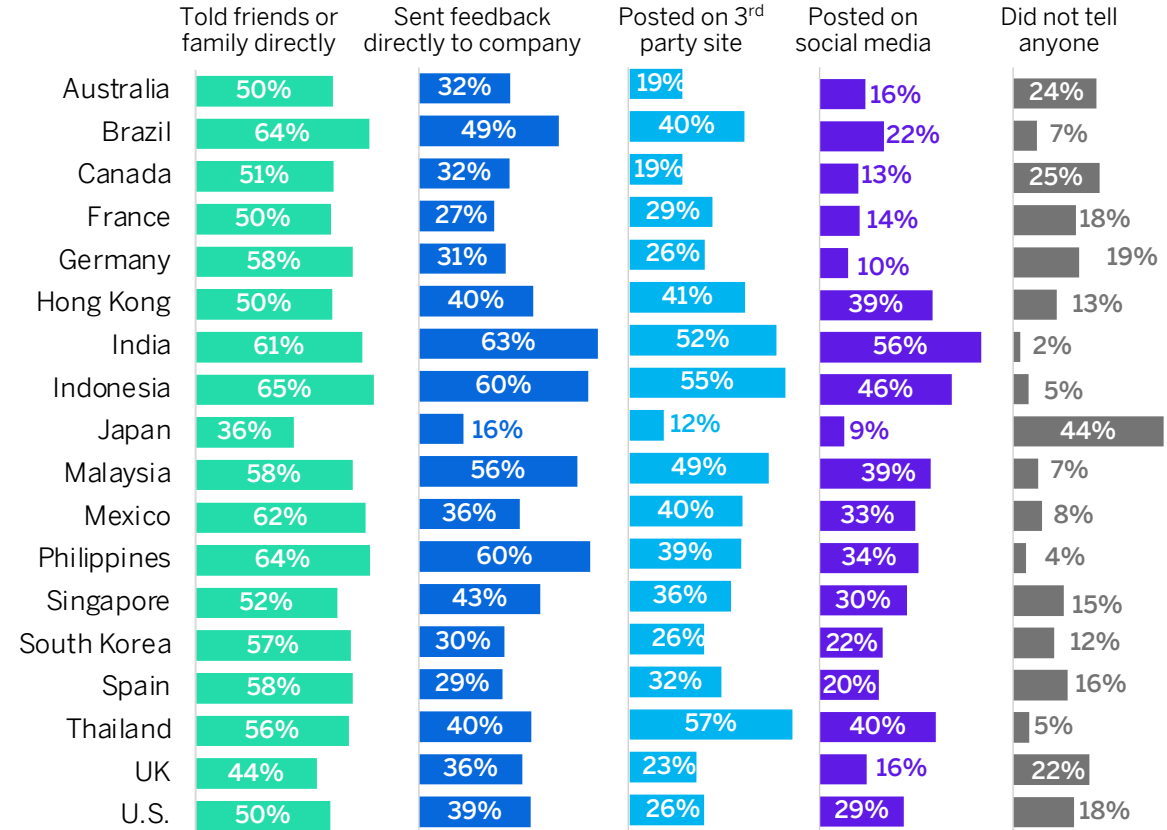
KEY TAKEAWAYS

- + Consumers in Indonesia, Brazil, and the Philippines are the most likely to tell their friends about a very good experience.
- + Consumers in India, Indonesia, and the Philippines are most likely to share feedback about a very good experience with the company directly.
- + Consumers in Thailand, Indonesia, and India are the most likely to post a rating on a 3rd party site after a very good experience.
- + Consumers in India are the most likely to post about a very good experience on social media.
- + Consumers in Japan are the most likely to not talk about very good experience.

ABOUT

This chart shows what consumers from each country did after a very good experience with an organization.

“Thinking about a recent VERY GOOD experience, which of the following things did you do after the interaction?” (Select all that apply)



How Consumers Give Companies Direct Feedback After a Very Good Experience

KEY TAKEAWAYS

- + On average, 42% of consumers who gave feedback directly to a company after a very good experience did so by responding to a survey. It is the most common channel across 16 of the 18 countries.
- + Submitting positive feedback through a website form is the most used feedback channel in Hong Kong and India.
- + Submitting feedback through a mobile app has the largest difference between countries, with a 51-point gap between the percentage of Indonesian and Japanese consumers who use this channel.

ABOUT

This chart shows – of the consumers who provided feedback directly with a company after a very good experience – the percentage from each country who reported using each channel to share their feedback.

“When you gave feedback about the **VERY GOOD** experience directly to a company, how did you do it?” (Select all that apply)

	Responded to a survey	Posted on social media page	Sent an email	Submitted feedback on website	Submitted feedback on mobile app	Made a phone call	Sent mobile message
Australia	34%	16%	22%	33%	19%	10%	4%
Brazil	60%	27%	22%	43%	34%	9%	9%
Canada	59%	17%	26%	31%	15%	8%	4%
France	63%	15%	19%	22%	16%	12%	4%
Germany	53%	20%	28%	36%	22%	7%	3%
Hong Kong	46%	50%	42%	55%	43%	16%	6%
India	57%	52%	56%	62%	53%	24%	15%
Indonesia	69%	49%	29%	68%	64%	12%	10%
Japan	54%	14%	25%	20%	13%	9%	5%
Malaysia	66%	46%	41%	62%	56%	18%	16%
Mexico	64%	33%	26%	40%	33%	11%	8%
Philippines	69%	41%	26%	59%	45%	9%	14%
Singapore	54%	39%	35%	50%	45%	10%	6%
South Korea	53%	23%	25%	36%	32%	15%	12%
Spain	50%	25%	30%	37%	25%	13%	4%
Thailand	69%	50%	41%	55%	53%	27%	16%
UK	56%	18%	24%	30%	18%	6%	2%
U.S.	62%	32%	38%	42%	30%	19%	11%

Base: 17,509 consumers across 18 countries
Source: Qualtrics XM Institute Q1 2021 Global Consumer Study

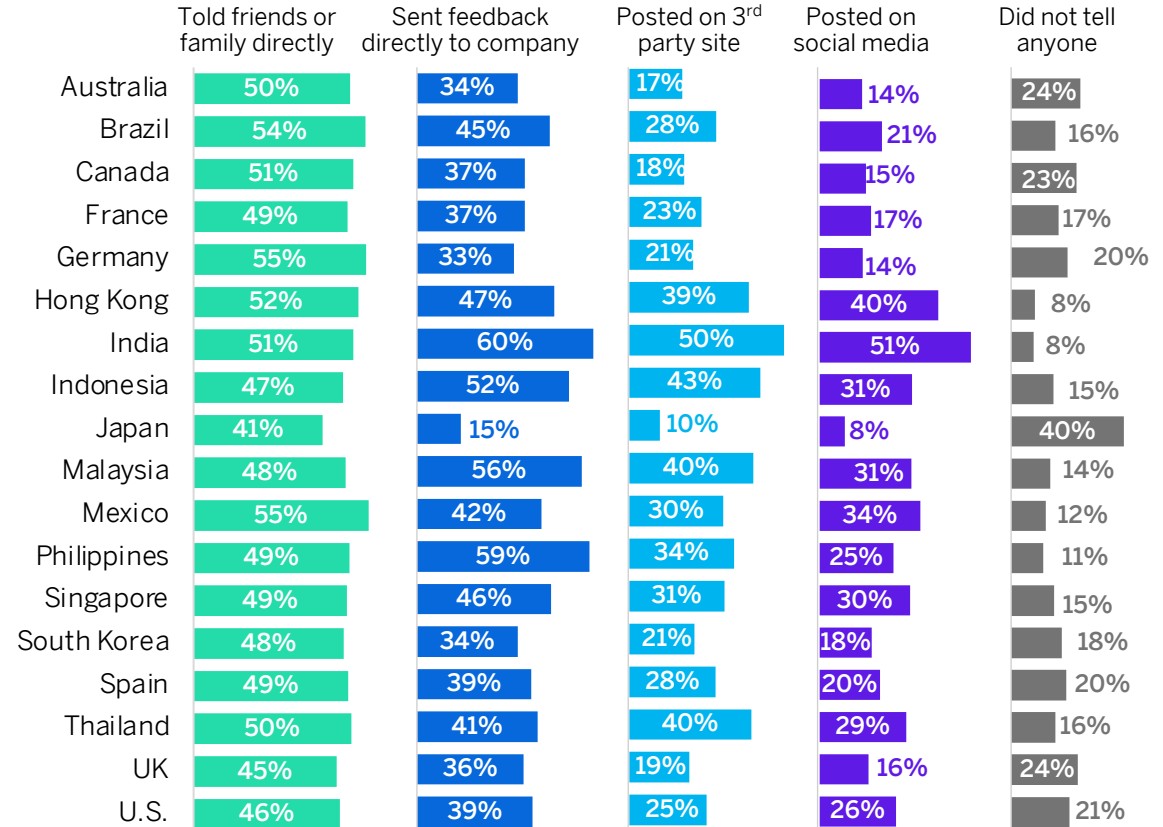
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Feedback After a Very Poor Experience

KEY TAKEAWAYS

- + Consumers in Mexico and Germany are the most likely to tell their friends about a very poor experience.
- + Consumers in India are the most likely to send feedback directly to a company, post a rating on a 3rd party site, and post on social media after a very poor experience.
- + Consumers in Japan are the most likely to not tell anyone about a very poor experience.

“Thinking about a recent VERY POOR experience, which of the following things did you do after the interaction?” (Select all that apply)



ABOUT

This chart shows what consumers from each country did after a very poor experience with an organization.

How Consumers Give Companies Direct Feedback After a Very Poor Experience

KEY TAKEAWAYS

- + On average, 36% of the consumers who gave feedback directly to a company after a very poor experience did so by submitting feedback on a website, making it the most common channel across nine countries.
- + On average, 35% of consumers who gave feedback directly to a company after a very poor experience did so by sending an email, making it the most common channel across eight countries.
- + Submitting feedback through a website has the largest difference between countries, with a 43-point gap between the percentage of Indian and Japanese consumers who use this channel.

ABOUT

This chart shows – of the consumers who provided feedback directly with a company after a very poor experience – the percentage from each country who reported using each channel to share their feedback.

“When you gave feedback about the VERY POOR experience directly to a company, how did you do it?” (Select all that apply)

	Responded to a survey	Posted on social media page	Sent an email	Submitted feedback on website	Submitted feedback on mobile app	Made a phone call	Sent mobile message
Australia	30%	19%	31%	30%	16%	15%	4%
Brazil	32%	23%	38%	45%	27%	19%	16%
Canada	27%	18%	33%	32%	13%	14%	4%
France	27%	19%	35%	21%	13%	19%	4%
Germany	27%	16%	39%	32%	13%	21%	4%
Hong Kong	39%	39%	42%	49%	37%	19%	6%
India	46%	46%	60%	62%	45%	25%	12%
Indonesia	44%	34%	43%	60%	49%	21%	13%
Japan	25%	14%	30%	19%	11%	13%	3%
Malaysia	50%	36%	50%	57%	50%	21%	14%
Mexico	36%	31%	39%	40%	25%	22%	10%
Philippines	44%	26%	41%	54%	38%	17%	18%
Singapore	32%	32%	44%	47%	40%	14%	6%
South Korea	25%	20%	28%	27%	26%	21%	10%
Spain	29%	24%	41%	33%	18%	23%	3%
Thailand	50%	34%	48%	56%	45%	33%	13%
UK	25%	16%	34%	26%	12%	14%	3%
U.S.	39%	28%	39%	38%	30%	22%	9%

Base: 17,509 consumers across 18 countries
Source: Qualtrics XM Institute Q1 2021 Global Consumer Study

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Channels Used for Direct Feedback to Companies

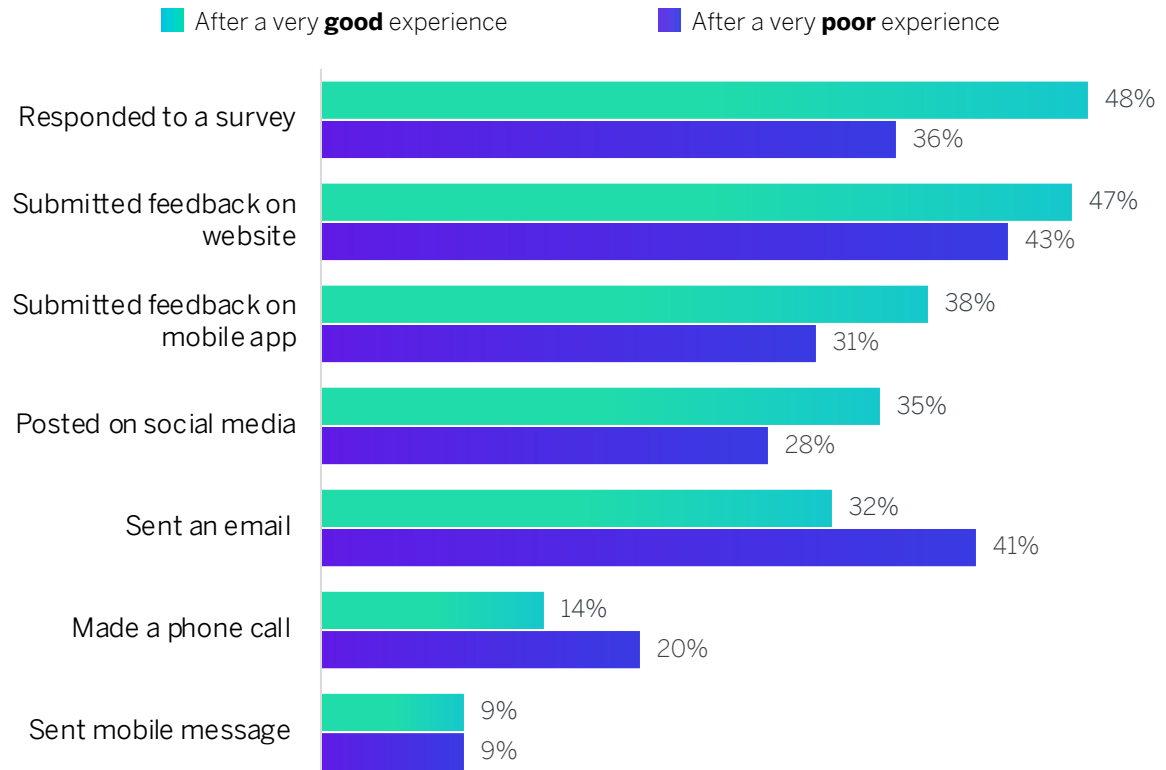
KEY TAKEAWAYS

- + Consumers are most likely to submit positive direct feedback through a survey.
- + Consumers are most likely to submit negative direct feedback through a website, closely followed by sending an email.
- + Surveys have the largest positive response bias as the percentage of consumers who submitted feedback through this channel after a positive experience is 12-points higher than the percentage who responded to a survey after a poor experience.
- + Emails have the largest negative response bias as the percentage of consumers who email feedback after a negative experience is nine-points higher than the percentage who email their feedback after a good one.

ABOUT

This chart shows – of the consumers from all surveyed countries who sent feedback directly to companies – the percentage who used each channel to tell companies about their very good or very bad experiences.

Channels Consumers Used to Sent Feedback Directly to Companies After a Very Good Or a Very Poor Experience
(Average across countries)



How Direct Consumer Feedback Differs Between Good and Poor Experiences

KEY TAKEAWAYS

- + Surveys in France have the largest negative feedback gap, with a 36-point difference between the percentage of French consumers who share feedback through this channel after a poor experience and who share after a good experience. This channel has a positive bias across all countries.
- + Emails in Brazil have the smallest negative feedback gap, with a 17-point difference between the percentage of Brazilian consumers who share feedback through this channel after a good experience and who share after a poor experience. This channel has a negative bias across all countries except for Hong Kong.
- + Phone calls have a negative feedback bias across all countries.

ABOUT

This chart shows the difference between the percentage of consumers from each country who use a given channel to share direct feedback after a very good experience versus use it to share a very poor experience.

Use of a feedback channel after a VERY POOR experience minus use of a feedback channel after a VERY GOOD experience

Largest negative feedback gap
 Smallest negative feedback gap

	Responded to a survey	Posted on social media page	Sent an email	Submitted feedback on website	Submitted feedback on mobile app	Made a phone call	Sent mobile message
Australia	-4%	+3%	+9%	-2%	-2%	+5%	+0%
Brazil	-28%	-4%	+17%	+2%	-7%	+11%	+7%
Canada	-33%	+1%	+7%	+1%	-2%	+6%	-0%
France	-36%	+4%	+16%	-0%	-4%	+6%	+0%
Germany	-26%	-4%	+11%	-4%	-9%	+15%	+1%
Hong Kong	-7%	-12%	-1%	-6%	-6%	+2%	-0%
India	-11%	-6%	+4%	-1%	-8%	+1%	-3%
Indonesia	-26%	-16%	+15%	-8%	-15%	+9%	+3%
Japan	-29%	+0%	+5%	-2%	-2%	+4%	-2%
Malaysia	-16%	-10%	+9%	-4%	-6%	+4%	-2%
Mexico	-28%	-2%	+13%	+0%	-8%	+11%	+2%
Philippines	-25%	-14%	+15%	-6%	-7%	+7%	+3%
Singapore	-23%	-7%	+9%	-3%	-5%	+4%	+0%
South Korea	-28%	-3%	+3%	-9%	-6%	+6%	-2%
Spain	-22%	-1%	+11%	-4%	-6%	+10%	-1%
Thailand	-18%	-16%	+7%	+0%	-9%	+6%	-2%
UK	-31%	-2%	+10%	-5%	-5%	+7%	+1%
U.S.	-22%	-4%	+2%	-4%	-0%	+3%	-2%

DATA SOURCE

The data for this report comes from a global consumer study that Qualtrics XM Institute conducted in the first quarter of 2021. Using an online survey, XM Institute collected data from 17,509 consumers across 18 countries: Australia, Brazil, Canada, France, Germany, Hong Kong, India, Indonesia, Japan, Malaysia, Mexico, the Philippines, Singapore, South Korea, Spain, Thailand, UK, and U.S.

XM Institute surveyed 1,000 consumers from each of the countries except for Hong Kong (556 respondents) and South Korea (952 respondents). To ensure that the data was reflective of the population within those countries, we set quotas for responses to match the gender, age, and income demographics of each country.

DATA CALCULATION

In Figure 1, we calculated the overall country feeling toward the amount of feedback asked by subtracting the percentage of respondents who said companies ask them for feedback "too little" from the percentage who said companies ask them for feedback "too much."

In Figure 3, we calculated the Negative Feedback Bias by subtracting the percentage of respondents who give feedback directly to a company after a very poor experience from the percentage of respondents who give feedback to a company after a very good experience.

In Figure 5 and 7, we calculated the percentage of consumers using each feedback channel after a good or poor experience respectively by dividing the total number of respondents who selected each channel by the number of respondents from each country who had previously responded to the question, "Thinking about a recent VERY GOOD[/POOR] experience, which of the following things did you do after the interaction?" with "Sent feedback directly to a company."

In Figure 8, we calculated the average percentage of consumers using each feedback channel after a good or poor experience by dividing the total number of respondents who selected each channel by the total number of global respondents who had previously responded to the question, "Thinking about a recent VERY GOOD[/POOR] experience, which of the following things did you do after the interaction?" with "Sent feedback directly to a company."

In Figure 9, we calculated the percentage difference for each feedback channel by subtracting the percentage of respondents from each country who said they use a channel after a "VERY GOOD" experience from the percentage that said they use the same channel after a "VERY POOR" experience.

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