



DATA SNAPSHOT

# Global Study: Consumer Desire For Better Customer Experience

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# Executive Summary

## KEY FINDINGS IN THIS REPORT

As part of our latest global consumer study, consumers from 24 countries told us about their perception of customer experience across 17 industries. We asked consumers how much they agreed with the following statements for each industry: *They need to do a better job of listening to my feedback, they need to care more about me, and I would buy more from them if they treated me better.* From our analysis, we found that:

- + **Consumers want better customer experience.** Over half of consumers want organizations to do a better job of listening to them and care more about them. Vietnamese consumers see the most room for improvement, with 83% and 81% agreeing to each statement, respectively.
- + **Government agencies have the largest experience gap.** Seventy-one percent of consumers agree that government agencies need to do a better job of listening to their feedback and care more about them, the highest across all industries. Health insurers and property insurers have the next largest experience gaps.
- + **Consumers are most pleased with supermarkets.** Consumers agreed with each statement the least for the supermarket industry overall and were the most content with their ability to each listen to feedback and care about them in nine of 24 countries.
- + **Airlines have the most buyer potential from improved CX.** Sixty-seven percent of consumers say that they would buy more from airlines if they were treated better. Property insurers (66%), health insurers (64%), and mobile phone providers (64%) have the next greatest buyer potential if they improve customer treatment.

## STUDY KEY FACTS

- Global online study
- Conducted Q3 of 2021
- 24,000 consumers
- 24 countries
- 17 industries

# Global Study: Consumer Desire For Better Customer Experience

## STUDY OVERVIEW

The data for this report comes from a global consumer study that Qualtrics XM Institute conducted in the third quarter of 2021. Using an online survey, XM Institute collected data from 24,000 consumers across 24 countries: Australia, Belgium, Brazil, Canada, China, France, Germany, Hong Kong, India, Indonesia, Italy, Japan, Malaysia, Mexico, the Netherlands, New Zealand, the Philippines, Singapore, South Korea, Spain, Thailand, the United Kingdom, the United States, and Vietnam.

XM Institute surveyed 1,000 consumers from each of the countries. 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.

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*Methodology*

# Consumer CX Desires: By Country

## KEY TAKEAWAYS

- + On average, 61% of consumers agree that organizations need to do a better job of listening to feedback, with a high of 83% in China, Indonesia, and Vietnam and a low of 37% in Japan.
- + On average, 61% of consumers agree that organizations need to care more about them, with a high of 81% in India, Thailand, and Vietnam and a low of 37% in Japan.
- + On average, 59% of consumers agree that they would buy more from organizations if they were treated better, with a high of 83% in Vietnam and low of 37% in Japan and Germany.

## ABOUT

This table shows the percentage of consumers across all industries that (“somewhat” or “completely”) agreed with each statement within each country. Data is reported included only for countries with 100+ respondents who reported having an experience with an organization in that industry in the previous 90 days.

## Consumer CX Desires

(Percent of consumers selecting “somewhat” or “completely” agree)

Two highest countries      Two lowest countries

	Organizations need to do a better job of listening to my feedback	Organizations need to care more about me	I would buy more from organizations if they treated me better
Australia	47%	49%	42%
Belgium	50%	51%	45%
Brazil	72%	74%	69%
Canada	48%	50%	41%
China	83%	78%	80%
France	64%	66%	59%
Germany	42%	41%	37%
Hong Kong	49%	48%	50%
India	80%	81%	81%
Indonesia	83%	72%	75%
Italy	64%	64%	64%
Japan	37%	37%	37%
Malaysia	78%	77%	76%
Mexico	75%	74%	74%
Netherlands	46%	45%	40%
New Zealand	41%	43%	38%
Philippines	80%	79%	79%
Singapore	68%	68%	69%
South Korea	61%	59%	60%
Spain	61%	63%	56%
Thailand	79%	81%	80%
UK	45%	47%	40%
US	46%	47%	42%
Vietnam	83%	81%	83%

Base: 24,000 consumers across 24 countries  
Source: Qualtrics XM Institute Q3 2021 Global Consumer Study

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# Consumer CX Desires: by Industry

## KEY TAKEAWAYS

- + Consumers most agree (71%) that government agencies need to do a better job of listening to their feedback and caring more about them.
- + Consumers have the lowest level of desire for supermarkets to do a better job of listening to them (52%) and to care more about them (50%).
- + Sixty-seven percent of consumers say they are likely to buy more from airlines if they were treated better, the highest across all the industries. The lowest level is 53% for banks, hospitals/medical clinics, and supermarkets.

## ABOUT

This table shows the percentage of consumers across all countries that (“somewhat” or “completely”) agreed with each statement for each industry. Data is reported included only for countries with 100+ respondents who reported having an experience with an organization in that industry in the previous 90 days.

## Global Consumer CX Desires

(Percent of consumers selecting “somewhat” or “completely” agree)

■ Highest industry ■ Lowest industry

	Organizations need to do a better job of listening to my feedback	Organizations need to care more about me	I would buy more from organizations if they treated me better
<b>Airline</b>	67%	68%	67%
<b>Bank</b>	56%	59%	53%
<b>College/ university</b>	67%	66%	61%
<b>Credit card provider</b>	63%	65%	63%
<b>Department store</b>	59%	58%	62%
<b>Fast food</b>	58%	57%	59%
<b>Government agency</b>	71%	71%	59%
<b>Health insurance</b>	68%	70%	64%
<b>Hospital/med clinic</b>	61%	62%	53%
<b>Internet service</b>	66%	65%	62%
<b>Mobile phone provider</b>	66%	66%	64%
<b>Online retailer</b>	59%	56%	59%
<b>Parcel delivery</b>	58%	56%	55%
<b>Property insurance</b>	69%	69%	66%
<b>Public utility</b>	63%	62%	56%
<b>Streaming</b>	58%	55%	57%
<b>Supermarket</b>	52%	50%	53%

# Consumer CX Desires: Australia

## KEY TAKEAWAYS

- + Australians' biggest desire (64%) is that government agencies do a better job of listening to their feedback. Next on the list, 62% want airlines and credit card providers to care more about them.
- + Australians say they are most likely to buy more from airlines (60%) if they treat them better, the highest level of any industry. Next on the list are mobile phone providers (52%).
- + Australians seem the most content with hospitals and medical clinics, as only 32% feel that they they need to do a better job of listening to their feedback and 35% feel that they need to care more about them

## ABOUT

This table shows the percentage of Australian consumers that ("somewhat" or "completely") agreed with each statement for each industry. Data is reported only for industries with 100+ respondents who reported having an experience with an organization in that industry in the previous 90 days.

## Australian Consumer CX Desires

(Percent of consumers selecting "somewhat" or "completely" agree)

N/A Sample size too small      Highest industry      Lowest industry

	Organizations need to do a better job of listening to my feedback	Organizations need to care more about me	I would buy more from organizations if they treated me better
<b>Airline</b>	58%	62%	60%
<b>Bank</b>	43%	53%	36%
<b>College/ university</b>	57%	56%	48%
<b>Credit card provider</b>	53%	62%	50%
<b>Department store</b>	39%	40%	41%
<b>Fast food</b>	43%	41%	43%
<b>Government agency</b>	64%	61%	35%
<b>Health insurance</b>	52%	58%	50%
<b>Hospital/med clinic</b>	32%	35%	24%
<b>Internet service</b>	56%	53%	49%
<b>Mobile phone provider</b>	53%	55%	52%
<b>Online retailer</b>	39%	45%	44%
<b>Parcel delivery</b>	44%	41%	41%
<b>Property insurance</b>	N/A	N/A	N/A
<b>Public utility</b>	50%	53%	39%
<b>Streaming</b>	34%	34%	35%
<b>Supermarket</b>	35%	34%	31%

# Consumer CX Desires: Belgium

## KEY TAKEAWAYS

- + Belgian consumers' biggest desire (60%) is that internet service providers do a better job of listening to their feedback.
- + Belgians say they are most likely to buy more from mobile phone providers (58%) if they treat them better, the highest level of any industry. Next on the list are airlines (55%).
- + Belgians seem the most content with supermarkets, as only 38% feel that they need to do a better job of listening to their feedback and 39% say they need to care more about them.

## ABOUT

This table shows the percentage of Belgian consumers that ("somewhat" or "completely") agreed with each statement for each industry. Data is reported only for industries with 100+ respondents who reported having an experience with an organization in that industry in the previous 90 days.

## Belgian Consumer CX Desires

(Percent of consumers selecting "somewhat" or "completely" agree)

N/A Sample size too small   Highest industry   Lowest industry

	Organizations need to do a better job of listening to my feedback	Organizations need to care more about me	I would buy more from organizations if they treated me better
<b>Airline</b>	52%	60%	55%
<b>Bank</b>	51%	53%	43%
<b>College/ university</b>	52%	52%	36%
<b>Credit card provider</b>	46%	57%	45%
<b>Department store</b>	42%	39%	45%
<b>Fast food</b>	46%	44%	44%
<b>Government agency</b>	56%	56%	40%
<b>Health insurance</b>	51%	50%	39%
<b>Hospital/med clinic</b>	51%	55%	37%
<b>Internet service</b>	60%	57%	55%
<b>Mobile phone provider</b>	60%	60%	58%
<b>Online retailer</b>	51%	49%	51%
<b>Parcel delivery</b>	43%	41%	42%
<b>Property insurance</b>	53%	59%	49%
<b>Public utility</b>	58%	58%	47%
<b>Streaming</b>	45%	40%	44%
<b>Supermarket</b>	38%	39%	40%

Base: 24,000 consumers across 24 countries  
Source: Qualtrics XM Institute Q3 2021 Global Consumer Study

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# Consumer CX Desires: Brazil

## KEY TAKEAWAYS

- + Brazilians' biggest desire (86%) is that health insurers care more about them. Next on the list, 84% want health insurers and mobile phone providers to do a better job listening to feedback.
- + Brazilians say they are most likely to buy more from health insurers (58%) if they treat them better, the highest level of any industry. Next on the list are mobile phone providers (55%).
- + Brazilians seem the most content with parcel delivery services, as only 62% feel that they need to do a better job of listening to their feedback and 64% say they need to care more about them.

## ABOUT

This table shows the percentage of Brazilian consumers that ("somewhat" or "completely") agreed with each statement for each industry. Data is reported only for industries with 100+ respondents who reported having an experience with an organization in that industry in the previous 90 days.

## Brazilian Consumer CX Desires

(Percent of consumers selecting "somewhat" or "completely" agree)

N/A Sample size too small      Highest industry      Lowest industry

	Organizations need to do a better job of listening to my feedback	Organizations need to care more about me	I would buy more from organizations if they treated me better
<b>Airline</b>	74%	81%	68%
<b>Bank</b>	66%	69%	62%
<b>College/ university</b>	72%	74%	64%
<b>Credit card provider</b>	77%	79%	76%
<b>Department store</b>	73%	69%	71%
<b>Fast food</b>	68%	68%	65%
<b>Government agency</b>	N/A	N/A	N/A
<b>Health insurance</b>	84%	86%	76%
<b>Hospital/med clinic</b>	70%	75%	65%
<b>Internet service</b>	75%	77%	69%
<b>Mobile phone provider</b>	84%	81%	76%
<b>Online retailer</b>	66%	70%	66%
<b>Parcel delivery</b>	62%	64%	66%
<b>Property insurance</b>	N/A	N/A	N/A
<b>Public utility</b>	75%	79%	69%
<b>Streaming</b>	65%	65%	65%
<b>Supermarket</b>	66%	69%	70%

Base: 24,000 consumers across 24 countries  
Source: Qualtrics XM Institute Q3 2021 Global Consumer Study

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# Consumer CX Desires: Canada

## KEY TAKEAWAYS

- + Canadians' biggest desire (64%) is that airlines care more about them. Next on the list, 63% want colleges and universities to care more about them.
- + Canadians say they are most likely to buy more from airlines (56%) if they treat them better, the highest level of any industry. Next on the list are colleges and universities (55%).
- + Canadians seem the most content with streaming platforms, as only 35% say they need to care more and listening to their feedback better.

## ABOUT

This table shows the percentage of Canadian consumers that ("somewhat" or "completely") agreed with each statement for each industry. Data is reported only for industries with 100+ respondents who reported having an experience with an organization in that industry in the previous 90 days.

## Canadian Consumer CX Desires

(Percent of consumers selecting "somewhat" or "completely" agree)

N/A Sample size too small  Highest industry  Lowest industry

	Organizations need to do a better job of listening to my feedback	Organizations need to care more about me	I would buy more from organizations if they treated me better
<b>Airline</b>	60%	64%	56%
<b>Bank</b>	40%	47%	32%
<b>College/ university</b>	61%	63%	55%
<b>Credit card provider</b>	46%	52%	44%
<b>Department store</b>	44%	46%	48%
<b>Fast food</b>	43%	41%	42%
<b>Government agency</b>	63%	63%	36%
<b>Health insurance</b>	50%	59%	43%
<b>Hospital/med clinic</b>	47%	49%	29%
<b>Internet service</b>	56%	57%	48%
<b>Mobile phone provider</b>	57%	57%	51%
<b>Online retailer</b>	34%	38%	37%
<b>Parcel delivery</b>	39%	36%	30%
<b>Property insurance</b>	50%	52%	41%
<b>Public utility</b>	45%	48%	34%
<b>Streaming</b>	35%	35%	36%
<b>Supermarket</b>	39%	37%	35%

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# Consumer CX Desires: China

## KEY TAKEAWAYS

- + Chinese consumer's biggest desire (90%) is that property insurers do a better job of listening to their feedback. Next on the list, 87% want health insurers to do a better job listening to feedback.
- + The Chinese say they are most likely to buy more from health insurers (87%) if they treat them better, the highest level of any industry. Next on the list are mobile phone providers (84%).
- + Chinese consumers seem the most content with banks, as only 73% feel that they need to do a better job of listening to their feedback and 75% say they need to care more.

## ABOUT

This table shows the percentage of Chinese consumers that ("somewhat" or "completely") agreed with each statement for each industry. Data is reported only for industries with 100+ respondents who reported having an experience with an organization in that industry in the previous 90 days.

## Chinese Consumer CX Desires

(Percent of consumers selecting "somewhat" or "completely" agree)

N/A Sample size too small  Highest industry  Lowest industry

	Organizations need to do a better job of listening to my feedback	Organizations need to care more about me	I would buy more from organizations if they treated me better
<b>Airline</b>	81%	75%	80%
<b>Bank</b>	73%	75%	80%
<b>College/ university</b>	84%	78%	65%
<b>Credit card provider</b>	84%	78%	82%
<b>Department store</b>	81%	79%	84%
<b>Fast food</b>	78%	77%	87%
<b>Government agency</b>	82%	84%	81%
<b>Health insurance</b>	87%	86%	83%
<b>Hospital/med clinic</b>	83%	78%	76%
<b>Internet service</b>	87%	83%	82%
<b>Mobile phone provider</b>	86%	79%	84%
<b>Online retailer</b>	80%	73%	79%
<b>Parcel delivery</b>	79%	73%	75%
<b>Property insurance</b>	90%	79%	82%
<b>Public utility</b>	82%	77%	78%
<b>Streaming</b>	86%	82%	83%
<b>Supermarket</b>	80%	75%	83%

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# Consumer CX Desires: France

## KEY TAKEAWAYS

- + The French's biggest desire (76%) is that health insurers care more about them. Next on the list, 76% want internet service providers to care more about them.
- + French consumers say they are most likely to buy more from internet service providers (66%) if they treat them better, the highest level of any industry. Next on the list are mobile phone providers (66%).
- + The French seem the most content with streaming platforms, as only 55% feel that they need to do a better job of listening to their feedback and care more about them.

## ABOUT

This table shows the percentage of French consumers that ("somewhat" or "completely") agreed with each statement for each industry. Data is reported only for industries with 100+ respondents who reported having an experience with an organization in that industry in the previous 90 days.

## French Consumer CX Desires

(Percent of consumers selecting "somewhat" or "completely" agree)

N/A Sample size too small  Highest industry  Lowest industry

	Organizations need to do a better job of listening to my feedback	Organizations need to care more about me	I would buy more from organizations if they treated me better
<b>Airline</b>	63%	63%	57%
<b>Bank</b>	64%	70%	55%
<b>College/ university</b>	N/A	N/A	N/A
<b>Credit card provider</b>	N/A	N/A	N/A
<b>Department store</b>	63%	62%	62%
<b>Fast food</b>	57%	59%	62%
<b>Government agency</b>	N/A	N/A	N/A
<b>Health insurance</b>	72%	76%	61%
<b>Hospital/med clinic</b>	60%	64%	50%
<b>Internet service</b>	74%	76%	66%
<b>Mobile phone provider</b>	71%	74%	66%
<b>Online retailer</b>	62%	59%	55%
<b>Parcel delivery</b>	65%	66%	58%
<b>Property insurance</b>	N/A	N/A	N/A
<b>Public utility</b>	68%	73%	60%
<b>Streaming</b>	56%	55%	57%
<b>Supermarket</b>	62%	59%	57%

Base: 24,000 consumers across 24 countries  
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# Consumer CX Desires: Germany

## KEY TAKEAWAYS

- + Germans' biggest desire (57%) is that mobile phone providers do a better job of listening to their feedback. Next, 55% want airlines to do a better job listening to feedback and care more about them.
- + Germans say they are most likely to buy more from airlines (53%) if they treat them better, the highest level of any industry. Next on the list are mobile phone providers (47%).
- + Germans seem the most content with supermarkets, as only 29% feel that they need to do a better job of listening to their feedback and 24% say they need to care more.

## ABOUT

This table shows the percentage of German consumers that ("somewhat" or "completely") agreed with each statement for each industry. Data is reported only for industries with 100+ respondents who reported having an experience with an organization in that industry in the previous 90 days.

## German Consumer CX Desires

(Percent of consumers selecting "somewhat" or "completely" agree)

N/A Sample size too small  Highest industry  Lowest industry

	Organizations need to do a better job of listening to my feedback	Organizations need to care more about me	I would buy more from organizations if they treated me better
<b>Airline</b>	55%	55%	53%
<b>Bank</b>	37%	41%	30%
<b>College/ university</b>	N/A	N/A	N/A
<b>Credit card provider</b>	40%	43%	43%
<b>Department store</b>	37%	39%	38%
<b>Fast food</b>	40%	32%	34%
<b>Government agency</b>	N/A	N/A	N/A
<b>Health insurance</b>	47%	51%	42%
<b>Hospital/med clinic</b>	46%	52%	38%
<b>Internet service</b>	48%	46%	41%
<b>Mobile phone provider</b>	57%	52%	47%
<b>Online retailer</b>	37%	28%	30%
<b>Parcel delivery</b>	41%	34%	30%
<b>Property insurance</b>	N/A	N/A	N/A
<b>Public utility</b>	41%	41%	34%
<b>Streaming</b>	37%	34%	35%
<b>Supermarket</b>	29%	24%	24%

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# Consumer CX Desires: Hong Kong

## KEY TAKEAWAYS

- + Hong Kongers' biggest desire (58%) is that airlines care more about them. Next on the list, 57% want airlines to do a better job listening to feedback and care about them more.
- + Hong Kong consumers say they are most likely to buy more from airlines (57%) if they treat them better, the highest level of any industry. Next on the list are department stores (56%).
- + Hong Kongers seem the most content with public utilities, as only 39% feel that they need to do a better job of listening to their feedback and 38% say they need to care more.

## ABOUT

This table shows the percentage of Hong Kong consumers that ("somewhat" or "completely") agreed with each statement for each industry. Data is reported only for industries with 100+ respondents who reported having an experience with an organization in that industry in the previous 90 days.

## Hong Kong Consumer CX Desires

(Percent of consumers selecting "somewhat" or "completely" agree)

N/A Sample size too small  Highest industry  Lowest industry

	Organizations need to do a better job of listening to my feedback	Organizations need to care more about me	I would buy more from organizations if they treated me better
<b>Airline</b>	57%	58%	57%
<b>Bank</b>	50%	50%	54%
<b>College/ university</b>	52%	54%	54%
<b>Credit card provider</b>	52%	51%	54%
<b>Department store</b>	51%	50%	56%
<b>Fast food</b>	42%	42%	46%
<b>Government agency</b>	54%	53%	50%
<b>Health insurance</b>	48%	48%	48%
<b>Hospital/med clinic</b>	53%	52%	49%
<b>Internet service</b>	44%	44%	43%
<b>Mobile phone provider</b>	54%	51%	55%
<b>Online retailer</b>	51%	45%	54%
<b>Parcel delivery</b>	41%	38%	43%
<b>Property insurance</b>	46%	46%	46%
<b>Public utility</b>	39%	38%	35%
<b>Streaming</b>	47%	44%	49%
<b>Supermarket</b>	48%	44%	49%

Base: 24,000 consumers across 24 countries  
Source: Qualtrics XM Institute Q3 2021 Global Consumer Study

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# Consumer CX Desires: India

## KEY TAKEAWAYS

- + Indians' biggest desire (91%) is that health insurers do a better job of listening to their feedback. Next on the list, 91% want credit card providers to do a better job listening to feedback.
- + Indian consumers say they are most likely to buy more from credit card providers (90%) if they treat them better, the highest level of any industry. Next on the list are health insurers (90%).
- + Indians seem the most content with parcel delivery services, as only 72% feel that they need to do a better job of listening to their feedback and 74% say they need to care more.

## ABOUT

This table shows the percentage of Indian consumers that ("somewhat" or "completely") agreed with each statement for each industry. Data is reported only for industries with 100+ respondents who reported having an experience with an organization in that industry in the previous 90 days.

## Indian Consumer CX Desires

(Percent of consumers selecting "somewhat" or "completely" agree)

N/A Sample size too small  Highest industry  Lowest industry

	Organizations need to do a better job of listening to my feedback	Organizations need to care more about me	I would buy more from organizations if they treated me better
<b>Airline</b>	79%	82%	82%
<b>Bank</b>	79%	82%	77%
<b>College/ university</b>	84%	79%	83%
<b>Credit card provider</b>	91%	90%	90%
<b>Department store</b>	73%	77%	80%
<b>Fast food</b>	73%	74%	76%
<b>Government agency</b>	84%	84%	83%
<b>Health insurance</b>	91%	89%	90%
<b>Hospital/med clinic</b>	79%	81%	81%
<b>Internet service</b>	81%	83%	80%
<b>Mobile phone provider</b>	82%	85%	83%
<b>Online retailer</b>	80%	81%	81%
<b>Parcel delivery</b>	72%	74%	73%
<b>Property insurance</b>	82%	86%	83%
<b>Public utility</b>	77%	78%	76%
<b>Streaming</b>	77%	76%	79%
<b>Supermarket</b>	N/A	N/A	N/A

Base: 24,000 consumers across 24 countries  
Source: Qualtrics XM Institute Q3 2021 Global Consumer Study

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# Consumer CX Desires: Indonesia

## KEY TAKEAWAYS

- + Indonesians' biggest desire (91%) is that government agencies do a better job of listening to their feedback. Next on the list, 91% want airlines to do a better job listening to feedback.
- + Indonesians say they are most likely to buy more from airlines (87%) if they treat them better, the highest level of any industry. Next on the list are property insurers (85%).
- + Indonesians seem the most content with supermarkets, as only 72% feel that they need to do a better job of listening to their feedback and 48% say they need to care more.

## ABOUT

This table shows the percentage of Indonesian consumers that ("somewhat" or "completely") agreed with each statement for each industry. Data is reported only for industries with 100+ respondents who reported having an experience with an organization in that industry in the previous 90 days.

## Indonesian Consumer CX Desires

(Percent of consumers selecting "somewhat" or "completely" agree)

N/A Sample size too small  Highest industry  Lowest industry

	Organizations need to do a better job of listening to my feedback	Organizations need to care more about me	I would buy more from organizations if they treated me better
<b>Airline</b>	91%	84%	87%
<b>Bank</b>	77%	57%	63%
<b>College/ university</b>	90%	75%	75%
<b>Credit card provider</b>	85%	80%	77%
<b>Department store</b>	78%	66%	76%
<b>Fast food</b>	78%	66%	73%
<b>Government agency</b>	91%	85%	77%
<b>Health insurance</b>	88%	86%	81%
<b>Hospital/med clinic</b>	85%	69%	69%
<b>Internet service</b>	87%	71%	74%
<b>Mobile phone provider</b>	86%	73%	76%
<b>Online retailer</b>	82%	69%	78%
<b>Parcel delivery</b>	76%	62%	70%
<b>Property insurance</b>	85%	83%	85%
<b>Public utility</b>	79%	66%	68%
<b>Streaming</b>	81%	75%	79%
<b>Supermarket</b>	72%	48%	61%

Base: 24,000 consumers across 24 countries  
Source: Qualtrics XM Institute Q3 2021 Global Consumer Study

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# Consumer CX Desires: Italy

## KEY TAKEAWAYS

- + Italians' biggest desire (73%) is that colleges and universities do a better job of listening to their feedback. Next on the list, 73% want public utilities to do a better job listening to feedback.
- + Italians say they are most likely to buy more from airlines (74%) if they treat them better, the highest level of any industry. Next on the list are credit card providers (71%).
- + Italians seem the most content with parcel delivery services, as only 49% feel that they need to do a better job of listening to their feedback and 51% say they need to care more.

## ABOUT

This table shows the percentage of Italian consumers that ("somewhat" or "completely") agreed with each statement for each industry. Data is reported only for industries with 100+ respondents who reported having an experience with an organization in that industry in the previous 90 days.

## Italian Consumer CX Desires

(Percent of consumers selecting "somewhat" or "completely" agree)

N/A Sample size too small  Highest industry  Lowest industry

	Organizations need to do a better job of listening to my feedback	Organizations need to care more about me	I would buy more from organizations if they treated me better
<b>Airline</b>	72%	70%	74%
<b>Bank</b>	60%	63%	58%
<b>College/ university</b>	73%	69%	66%
<b>Credit card provider</b>	62%	63%	71%
<b>Department store</b>	57%	57%	64%
<b>Fast food</b>	54%	63%	57%
<b>Government agency</b>	68%	68%	60%
<b>Health insurance</b>	70%	71%	69%
<b>Hospital/med clinic</b>	65%	69%	58%
<b>Internet service</b>	70%	70%	67%
<b>Mobile phone provider</b>	72%	71%	70%
<b>Online retailer</b>	56%	55%	63%
<b>Parcel delivery</b>	57%	56%	62%
<b>Property insurance</b>	63%	66%	66%
<b>Public utility</b>	73%	71%	70%
<b>Streaming</b>	63%	56%	59%
<b>Supermarket</b>	49%	51%	57%

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# Consumer CX Desires: Japan

## KEY TAKEAWAYS

- + Japanese consumers' biggest desire (49%) is that health insurers care more about them. Next on the list, 48% want health insurers to care more about them.
- + The Japanese say they are most likely to buy more from mobile phone providers (48%) if they treat them better, the highest level of any industry. Next on the list are health insurers (46%).
- + The Japanese seem the most content with banks, as only 30% feel that they need to do a better job of listening to their feedback and 28% say they would buy more if they were treated better.

## ABOUT

This table shows the percentage of Japanese consumers that ("somewhat" or "completely") agreed with each statement for each industry. Data is reported only for industries with 100+ respondents who reported having an experience with an organization in that industry in the previous 90 days.

## Japanese Consumer CX Desires

(Percent of consumers selecting "somewhat" or "completely" agree)

N/A Sample size too small      Highest industry      Lowest industry

	Organizations need to do a better job of listening to my feedback	Organizations need to care more about me	I would buy more from organizations if they treated me better
<b>Airline</b>	N/A	N/A	N/A
<b>Bank</b>	30%	36%	28%
<b>College/ university</b>	N/A	N/A	N/A
<b>Credit card provider</b>	36%	38%	33%
<b>Department store</b>	40%	40%	47%
<b>Fast food</b>	31%	36%	37%
<b>Government agency</b>	N/A	N/A	N/A
<b>Health insurance</b>	49%	48%	46%
<b>Hospital/med clinic</b>	39%	38%	31%
<b>Internet service</b>	35%	35%	32%
<b>Mobile phone provider</b>	47%	47%	48%
<b>Online retailer</b>	36%	38%	45%
<b>Parcel delivery</b>	33%	33%	34%
<b>Property insurance</b>	N/A	N/A	N/A
<b>Public utility</b>	34%	35%	30%
<b>Streaming</b>	37%	33%	37%
<b>Supermarket</b>	32%	27%	33%

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# Consumer CX Desires: Malaysia

## KEY TAKEAWAYS

- + Malaysians' biggest desire (86%) is that health insurers care more about them. Next on the list, 86% want airlines to do a better job listening to feedback.
- + Malaysians say they are most likely to buy more from department stores (81%) if they treat them better, the highest level of any industry. Next on the list are online retailers (81%).
- + Malaysians seem the most content with supermarkets, as only 71% feel that they need to do a better job of listening to their feedback and 70% say they need to care more.

## ABOUT

This table shows the percentage of Malaysian consumers that ("somewhat" or "completely") agreed with each statement for each industry. Data is reported only for industries with 100+ respondents who reported having an experience with an organization in that industry in the previous 90 days.

## Malaysian Consumer CX Desires

(Percent of consumers selecting "somewhat" or "completely" agree)

N/A Sample size too small  Highest industry  Lowest industry

	Organizations need to do a better job of listening to my feedback	Organizations need to care more about me	I would buy more from organizations if they treated me better
<b>Airline</b>	86%	81%	80%
<b>Bank</b>	74%	71%	74%
<b>College/ university</b>	78%	76%	75%
<b>Credit card provider</b>	78%	82%	76%
<b>Department store</b>	77%	76%	81%
<b>Fast food</b>	75%	73%	77%
<b>Government agency</b>	82%	79%	75%
<b>Health insurance</b>	84%	86%	78%
<b>Hospital/med clinic</b>	77%	76%	75%
<b>Internet service</b>	80%	74%	73%
<b>Mobile phone provider</b>	78%	78%	77%
<b>Online retailer</b>	76%	77%	81%
<b>Parcel delivery</b>	76%	75%	79%
<b>Property insurance</b>	84%	83%	80%
<b>Public utility</b>	76%	74%	69%
<b>Streaming</b>	78%	71%	74%
<b>Supermarket</b>	71%	70%	75%

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# Consumer CX Desires: Mexico

## KEY TAKEAWAYS

- + Mexicans' biggest desire (85%) is that government agencies do a better job of listening to their feedback. Next on the list, 84% want government agencies to do a better job listening to feedback.
- + Mexicans say they are most likely to buy more from government agencies (80%) if they treat them better, the highest level of any industry. Next on the list are fast food restaurants (79%).
- + Mexicans seem the most content with supermarkets, as only 66% feel that they need to do a better job of listening to their feedback and they need to care more.

## ABOUT

This table shows the percentage of Mexican consumers that ("somewhat" or "completely") agreed with each statement for each industry. Data is reported only for industries with 100+ respondents who reported having an experience with an organization in that industry in the previous 90 days.

## Mexican Consumer CX Desires

(Percent of consumers selecting "somewhat" or "completely" agree)

N/A Sample size too small  Highest industry  Lowest industry

	Organizations need to do a better job of listening to my feedback	Organizations need to care more about me	I would buy more from organizations if they treated me better
<b>Airline</b>	77%	75%	77%
<b>Bank</b>	69%	71%	68%
<b>College/ university</b>	76%	74%	72%
<b>Credit card provider</b>	79%	79%	76%
<b>Department store</b>	73%	72%	74%
<b>Fast food</b>	74%	74%	79%
<b>Government agency</b>	85%	84%	80%
<b>Health insurance</b>	78%	79%	77%
<b>Hospital/med clinic</b>	79%	81%	75%
<b>Internet service</b>	79%	79%	76%
<b>Mobile phone provider</b>	75%	75%	74%
<b>Online retailer</b>	68%	65%	71%
<b>Parcel delivery</b>	72%	69%	66%
<b>Property insurance</b>	N/A	N/A	N/A
<b>Public utility</b>	76%	74%	71%
<b>Streaming</b>	68%	66%	71%
<b>Supermarket</b>	66%	66%	68%

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# Consumer CX Desires: Netherlands

## KEY TAKEAWAYS

- + The Dutch's biggest desire (56%) is that internet service providers do a better job of listening to their feedback. Next on the list, 55% want internet service providers to care more about them, 53% want internet service providers to be treated better, 53% want internet service providers to be treated better, the highest level of any industry. Next on the list are airlines (48%).
- + The Dutch say they are most likely to buy more from internet service providers (53%) if they treat them better, the highest level of any industry. Next on the list are airlines (48%).
- + The Dutch seem the most content with supermarkets, as only 37% feel that they need to do a better job of listening to their feedback and 34% say they need to care more.

## ABOUT

This table shows the percentage of Dutch consumers that ("somewhat" or "completely") agreed with each statement for each industry. Data is reported only for industries with 100+ respondents who reported having an experience with an organization in that industry in the previous 90 days.

## Dutch Consumer CX Desires

(Percent of consumers selecting "somewhat" or "completely" agree)

N/A Sample size too small  Highest industry  Lowest industry

	Organizations need to do a better job of listening to my feedback	Organizations need to care more about me	I would buy more from organizations if they treated me better
<b>Airline</b>	54%	50%	48%
<b>Bank</b>	45%	47%	36%
<b>College/ university</b>	49%	49%	35%
<b>Credit card provider</b>	43%	46%	48%
<b>Department store</b>	34%	39%	45%
<b>Fast food</b>	45%	41%	43%
<b>Government agency</b>	53%	52%	35%
<b>Health insurance</b>	52%	53%	44%
<b>Hospital/med clinic</b>	41%	44%	30%
<b>Internet service</b>	56%	55%	53%
<b>Mobile phone provider</b>	47%	44%	42%
<b>Online retailer</b>	41%	38%	42%
<b>Parcel delivery</b>	45%	46%	41%
<b>Property insurance</b>	41%	42%	41%
<b>Public utility</b>	45%	44%	35%
<b>Streaming</b>	43%	40%	37%
<b>Supermarket</b>	37%	34%	32%

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# Consumer CX Desires: New Zealand

## KEY TAKEAWAYS

- + New Zealanders' biggest desire (57%) is that government agencies care more about them. Next on the list, 56% want health property insurers to care more about them.
- + New Zealanders say they are most likely to buy more from health insurers (49%) if they treat them better, the highest level of any industry. Next on the list are airlines (48%).
- + New Zealanders seem the most content with supermarkets, as only 32% feel that they they need to do a better job of listening to their feedback and 33% say they need to care more.

## ABOUT

This table shows the percentage of New Zealander consumers that ("somewhat" or "completely") agreed with each statement for each industry. Data is reported only for industries with 100+ respondents who reported having an experience with an organization in that industry in the previous 90 days.

## New Zealander Consumer CX Desires

(Percent of consumers selecting "somewhat" or "completely" agree)

N/A Sample size too small   Highest industry   Lowest industry

	Organizations need to do a better job of listening to my feedback	Organizations need to care more about me	I would buy more from organizations if they treated me better
<b>Airline</b>	43%	43%	48%
<b>Bank</b>	37%	42%	30%
<b>College/ university</b>	44%	48%	39%
<b>Credit card provider</b>	42%	48%	44%
<b>Department store</b>	33%	32%	38%
<b>Fast food</b>	39%	40%	40%
<b>Government agency</b>	54%	57%	35%
<b>Health insurance</b>	45%	55%	49%
<b>Hospital/med clinic</b>	35%	37%	26%
<b>Internet service</b>	50%	47%	45%
<b>Mobile phone provider</b>	42%	45%	43%
<b>Online retailer</b>	36%	31%	35%
<b>Parcel delivery</b>	35%	33%	25%
<b>Property insurance</b>	54%	56%	45%
<b>Public utility</b>	46%	47%	42%
<b>Streaming</b>	33%	33%	36%
<b>Supermarket</b>	32%	33%	31%

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# Consumer CX Desires: Philippines

## KEY TAKEAWAYS

- + Filipino's biggest desire (87%) that internet service providers do a better job of listening to their feedback. Next on the list, 86% want government agencies to care more about them.
- + Filipinos say they are most likely to buy more from online retailers (84%) if they treat them better, the highest level of any industry. Next on the list are mobile phone providers (84%).
- + Filipinos seem the most content with banks, as only 72% feel that they they need to do a better job of listening to their feedback and 70% say they would buy more if they were treated better.

## ABOUT

This table shows the percentage of Filipino consumers that ("somewhat" or "completely") agreed with each statement for each industry. Data is reported only for industries with 100+ respondents who reported having an experience with an organization in that industry in the previous 90 days.

## Filipino Consumer CX Desires

(Percent of consumers selecting "somewhat" or "completely" agree)

N/A Sample size too small Highest industry Lowest industry

	Organizations need to do a better job of listening to my feedback	Organizations need to care more about me	I would buy more from organizations if they treated me better
<b>Airline</b>	N/A	N/A	N/A
<b>Bank</b>	72%	79%	70%
<b>College/ university</b>	77%	75%	72%
<b>Credit card provider</b>	79%	83%	81%
<b>Department store</b>	79%	75%	81%
<b>Fast food</b>	79%	74%	80%
<b>Government agency</b>	86%	86%	83%
<b>Health insurance</b>	78%	79%	78%
<b>Hospital/med clinic</b>	81%	83%	76%
<b>Internet service</b>	87%	84%	84%
<b>Mobile phone provider</b>	82%	80%	83%
<b>Online retailer</b>	84%	80%	84%
<b>Parcel delivery</b>	81%	79%	80%
<b>Property insurance</b>	N/A	N/A	N/A
<b>Public utility</b>	80%	79%	77%
<b>Streaming</b>	75%	70%	75%
<b>Supermarket</b>	75%	73%	77%

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# Consumer CX Desires: Singapore

## KEY TAKEAWAYS

- + Singaporeans' biggest desire (80%) is that health insurers care more about them. Next on the list, 79% want airlines to do a better job listening to feedback and care more about them.
- + Singaporeans say they are most likely to buy more from airlines (89%) if they treat them better, the highest level of any industry. Next on the list are internet service providers (75%).
- + Singaporeans seem the most content with streaming platforms, as only 54% feel that they need to do a better job of listening to their feedback and 57% say they need to care more.

## ABOUT

This table shows the percentage of Singaporean consumers that ("somewhat" or "completely") agreed with each statement for each industry. Data is reported only for industries with 100+ respondents who reported having an experience with an organization in that industry in the previous 90 days.

## Singaporean Consumer CX Desires

(Percent of consumers selecting "somewhat" or "completely" agree)

N/A Sample size too small  Highest industry  Lowest industry

	Organizations need to do a better job of listening to my feedback	Organizations need to care more about me	I would buy more from organizations if they treated me better
<b>Airline</b>	79%	79%	89%
<b>Bank</b>	62%	64%	67%
<b>College/ university</b>	77%	77%	73%
<b>Credit card provider</b>	67%	72%	72%
<b>Department store</b>	64%	62%	72%
<b>Fast food</b>	63%	61%	65%
<b>Government agency</b>	77%	73%	61%
<b>Health insurance</b>	76%	80%	73%
<b>Hospital/med clinic</b>	63%	67%	57%
<b>Internet service</b>	76%	77%	75%
<b>Mobile phone provider</b>	69%	70%	69%
<b>Online retailer</b>	70%	67%	73%
<b>Parcel delivery</b>	64%	65%	68%
<b>Property insurance</b>	N/A	N/A	N/A
<b>Public utility</b>	69%	67%	63%
<b>Streaming</b>	54%	57%	60%
<b>Supermarket</b>	60%	58%	62%

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# Consumer CX Desires: South Korea

## KEY TAKEAWAYS

- + South Koreans' biggest desire (71%) is that health insurers care more about them. Next on the list, 71% want health insurers to do a better job listening to feedback.
- + South Koreans say they are most likely to buy more from department stores (71%) if they treat them better, the highest level of any industry. Next on the list are fast food restaurants (70%).
- + South Koreans seem the most content with supermarkets, as only 52% feel that they need to do a better job of listening to their feedback and 51% say they need to care more.

## ABOUT

This table shows the percentage of South Korean consumers that ("somewhat" or "completely") agreed with each statement for each industry. Data is reported only for industries with 100+ respondents who reported having an experience with an organization in that industry in the previous 90 days.

## South Korean Consumer CX Desires

(Percent of consumers selecting "somewhat" or "completely" agree)

N/A Sample size too small  Highest industry  Lowest industry

	Organizations need to do a better job of listening to my feedback	Organizations need to care more about me	I would buy more from organizations if they treated me better
<b>Airline</b>	59%	54%	58%
<b>Bank</b>	54%	50%	53%
<b>College/ university</b>	58%	63%	53%
<b>Credit card provider</b>	66%	62%	64%
<b>Department store</b>	63%	64%	71%
<b>Fast food</b>	59%	63%	70%
<b>Government agency</b>	64%	68%	53%
<b>Health insurance</b>	67%	68%	61%
<b>Hospital/med clinic</b>	65%	64%	61%
<b>Internet service</b>	59%	57%	58%
<b>Mobile phone provider</b>	66%	64%	62%
<b>Online retailer</b>	66%	56%	67%
<b>Parcel delivery</b>	55%	51%	54%
<b>Property insurance</b>	71%	71%	66%
<b>Public utility</b>	58%	51%	46%
<b>Streaming</b>	63%	53%	60%
<b>Supermarket</b>	52%	51%	62%

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# Consumer CX Desires: Spain

## KEY TAKEAWAYS

- + Spaniards' biggest desire (78%) is that public utilities care more about them. Next on the list, 76% want public utilities to do a better job listening to feedback.
- + Spaniards say they are most likely to buy more from airlines (67%) if they treat them better, the highest level of any industry. Next on the list mobile phone providers (64%).
- + Spaniards seem the most content with streaming platforms, as only 52% feel that they need to do a better job of listening to their feedback and they need to care more.

## ABOUT

This table shows the percentage of Spanish consumers that ("somewhat" or "completely") agreed with each statement for each industry. Data is reported only for industries with 100+ respondents who reported having an experience with an organization in that industry in the previous 90 days.

## Spanish Consumer CX Desires

(Percent of consumers selecting "somewhat" or "completely" agree)

N/A Sample size too small  Highest industry  Lowest industry

	Organizations need to do a better job of listening to my feedback	Organizations need to care more about me	I would buy more from organizations if they treated me better
<b>Airline</b>	62%	68%	67%
<b>Bank</b>	64%	70%	56%
<b>College/ university</b>	59%	64%	57%
<b>Credit card provider</b>	69%	70%	61%
<b>Department store</b>	61%	60%	60%
<b>Fast food</b>	56%	58%	55%
<b>Government agency</b>	64%	67%	44%
<b>Health insurance</b>	58%	62%	54%
<b>Hospital/med clinic</b>	62%	66%	50%
<b>Internet service</b>	67%	66%	62%
<b>Mobile phone provider</b>	72%	73%	64%
<b>Online retailer</b>	54%	54%	54%
<b>Parcel delivery</b>	54%	54%	47%
<b>Property insurance</b>	N/A	N/A	N/A
<b>Public utility</b>	76%	78%	62%
<b>Streaming</b>	52%	51%	53%
<b>Supermarket</b>	52%	53%	53%

# Consumer CX Desires: Thailand

## KEY TAKEAWAYS

- + Thai consumers' biggest desire (94%) is that health insurers care more about them. Next on the list, 93% want health insurers to do a better job listening to feedback.
- + Thais say they are most likely to buy more from health insurers (92%) if they treat them better, the highest level of any industry. Next on the list are property insurers (89%).
- + Thais seem the most content with supermarkets, as only 65% feel that they need to do a better job of listening to their feedback and 67% say they need to care more.

## ABOUT

This table shows the percentage of Thai consumers that ("somewhat" or "completely") agreed with each statement for each industry. Data is reported only for industries with 100+ respondents who reported having an experience with an organization in that industry in the previous 90 days.

## Thai Consumer CX Desires

(Percent of consumers selecting "somewhat" or "completely" agree)

N/A Sample size too small  Highest industry  Lowest industry

	Organizations need to do a better job of listening to my feedback	Organizations need to care more about me	I would buy more from organizations if they treated me better
<b>Airline</b>	83%	86%	84%
<b>Bank</b>	67%	72%	69%
<b>College/ university</b>	75%	82%	75%
<b>Credit card provider</b>	85%	85%	84%
<b>Department store</b>	76%	78%	83%
<b>Fast food</b>	75%	79%	79%
<b>Government agency</b>	85%	85%	78%
<b>Health insurance</b>	93%	94%	92%
<b>Hospital/med clinic</b>	80%	83%	77%
<b>Internet service</b>	74%	77%	76%
<b>Mobile phone provider</b>	82%	84%	83%
<b>Online retailer</b>	78%	79%	80%
<b>Parcel delivery</b>	79%	81%	81%
<b>Property insurance</b>	85%	89%	89%
<b>Public utility</b>	80%	81%	73%
<b>Streaming</b>	85%	85%	87%
<b>Supermarket</b>	65%	67%	74%

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# Consumer CX Desires: United Kingdom

## KEY TAKEAWAYS

- + Britons' biggest desire (66%) is that airlines care more about them. Next on the list, 60% want government agencies to care more about them.
- + Britons say they are most likely to buy more from airlines (65%) if they treat them better, the highest level of any industry. Next on the list are department stores (65%).
- + Britons seem the most content with supermarkets, as only 35% feel that they need to do a better job of listening to their feedback and 32% say they need to care more.

## ABOUT

This table shows the percentage of UK consumers that (“somewhat” or “completely”) agreed with each statement for each industry. Data is reported only for industries with 100+ respondents who reported having an experience with an organization in that industry in the previous 90 days.

## UK Consumer CX Desires

(Percent of consumers selecting “somewhat” or “completely” agree)

N/A Sample size too small   Highest industry   Lowest industry

	Organizations need to do a better job of listening to my feedback	Organizations need to care more about me	I would buy more from organizations if they treated me better
<b>Airline</b>	60%	66%	65%
<b>Bank</b>	33%	39%	28%
<b>College/ university</b>	47%	46%	43%
<b>Credit card provider</b>	43%	51%	39%
<b>Department store</b>	47%	49%	47%
<b>Fast food</b>	41%	44%	44%
<b>Government agency</b>	55%	60%	36%
<b>Health insurance</b>	N/A	N/A	N/A
<b>Hospital/med clinic</b>	46%	48%	29%
<b>Internet service</b>	51%	50%	43%
<b>Mobile phone provider</b>	44%	50%	45%
<b>Online retailer</b>	37%	35%	39%
<b>Parcel delivery</b>	45%	45%	41%
<b>Property insurance</b>	N/A	N/A	N/A
<b>Public utility</b>	50%	51%	36%
<b>Streaming</b>	35%	37%	38%
<b>Supermarket</b>	35%	32%	32%

Base: 24,000 consumers across 24 countries  
Source: Qualtrics XM Institute Q3 2021 Global Consumer Study

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# Consumer CX Desires: United States

## KEY TAKEAWAYS

- + Americans' biggest desire (68%) is that government agencies care more about them. Next on the list, 61% want government agencies to do a better job listening to feedback.
- + Americans say they are most likely to buy more from government agencies (53%) if they treat them better, the highest level of any industry. Next on the list are airlines (52%).
- + Americans seem the most content with supermarkets, as only 33% feel that they need to do a better job of listening to their feedback and they need to care more.

## ABOUT

This table shows the percentage of American consumers that ("somewhat" or "completely") agreed with each statement for each industry. Data is reported only for industries with 100+ respondents who reported having an experience with an organization in that industry in the previous 90 days.

### American Consumer CX Desires

(Percent of consumers selecting "somewhat" or "completely" agree)

N/A Sample size too small   Highest industry   Lowest industry

	Organizations need to do a better job of listening to my feedback	Organizations need to care more about me	I would buy more from organizations if they treated me better
<b>Airline</b>	49%	57%	52%
<b>Bank</b>	30%	38%	28%
<b>College/ university</b>	57%	55%	49%
<b>Credit card provider</b>	42%	48%	41%
<b>Department store</b>	45%	47%	49%
<b>Fast food</b>	44%	43%	44%
<b>Government agency</b>	61%	68%	53%
<b>Health insurance</b>	52%	52%	42%
<b>Hospital/med clinic</b>	45%	47%	38%
<b>Internet service</b>	56%	55%	52%
<b>Mobile phone provider</b>	45%	51%	42%
<b>Online retailer</b>	40%	39%	35%
<b>Parcel delivery</b>	43%	40%	39%
<b>Property insurance</b>	N/A	N/A	N/A
<b>Public utility</b>	45%	48%	37%
<b>Streaming</b>	41%	38%	36%
<b>Supermarket</b>	33%	33%	29%

Base: 24,000 consumers across 24 countries  
Source: Qualtrics XM Institute Q3 2021 Global Consumer Study

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# Consumer CX Desires: Vietnam

## KEY TAKEAWAYS

- + The Vietnamese's biggest desire (92%) is that streaming platforms do a better job of listening to their feedback. Next on the list, 90% want streaming platforms to care more about them, 90% want streaming platforms to care more about them.
- + Vietnamese consumers say they are most likely to buy more from streaming platforms (91%) if they treat them better, the highest level of any industry. Next on the list are health insurers (88%).
- + The Vietnamese seem the most content with banks, as only 76% feel that they need to do a better job of listening to their feedback and 75% say they need to care more.

## ABOUT

This table shows the percentage of Vietnamese consumers that ("somewhat" or "completely") agreed with each statement for each industry. Data is reported only for industries with 100+ respondents who reported having an experience with an organization in that industry in the previous 90 days.

## Vietnam Consumer CX Desires

(Percent of consumers selecting "somewhat" or "completely" agree)

N/A Sample size too small  Highest industry  Lowest industry

	Organizations need to do a better job of listening to my feedback	Organizations need to care more about me	I would buy more from organizations if they treated me better
<b>Airline</b>	81%	81%	83%
<b>Bank</b>	76%	68%	75%
<b>College/ university</b>	82%	83%	81%
<b>Credit card provider</b>	86%	85%	87%
<b>Department store</b>	76%	76%	81%
<b>Fast food</b>	81%	78%	83%
<b>Government agency</b>	85%	85%	82%
<b>Health insurance</b>	88%	89%	88%
<b>Hospital/med clinic</b>	82%	79%	80%
<b>Internet service</b>	80%	78%	84%
<b>Mobile phone provider</b>	83%	80%	84%
<b>Online retailer</b>	81%	75%	82%
<b>Parcel delivery</b>	84%	81%	78%
<b>Property insurance</b>	N/A	N/A	N/A
<b>Public utility</b>	79%	76%	81%
<b>Streaming</b>	92%	90%	91%
<b>Supermarket</b>	76%	72%	84%

Base: 24,000 consumers across 24 countries  
Source: Qualtrics XM Institute Q3 2021 Global Consumer Study

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## DATA CALCULATION

In **Figure 1**, we calculated each percentage by taking the average, across all industries for each country, of the percentage of consumers that “somewhat” or “completely” agreed with each statement, as calculated for Figures 3-26.

In **Figure 2**, we calculated each percentage by taking the average, across all countries for each industry, of the percentage of consumers that “somewhat” or “completely” agreed with each statement, as calculated for Figures 3-26.

In **Figures 3-26**, we calculated each percentage by dividing the number of respondents from a given country that said they “somewhat” or “completely” agreed with each statement for a given industry and dividing it by the total number of respondents for that industry within that country.

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