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DATA SNAPSHOT

U.S. Consumer Journeys Needing Improvement Across 22 Industries

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Executive Summary

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KEY FINDINGS IN THIS REPORT

As part of our annual US Consumer Benchmark study, we asked a demographically representative online panel of US consumers who recently interacted with companies across 22 industries to identify up to two experiences that need to be improved. Respondents also told us how likely they are to *consider purchasing more products or services from that company in the future*, on a scale from 1 (extremely unlikely) to 7 (extremely likely). Based on these ratings, we determined the net likelihood to rebuy (see methodology for additional details). From their answers, we learned that:

+ **Consumers frequently encounter broken journeys.** On average across all industries, more than one-quarter of the responses identified at least one journey that needs improvement. The most broken journey occurs for TV/internet service provider customers; with 25% of respondents saying that *getting help from the customer service department* needs improvement.
+ **Broken journeys have a significant impact on consumers' likelihood to rebuy.** Consumers who identified a journey that needed improvement were 26 percentage-points less likely to rebuy compared to those who did not think any of the journeys needed improvement.
+ **Consumers find it difficult to get help from customer service.** In six of 22 industries, consumers most frequently identified *getting help from the customer service department* as a journey that could use improvement. When identified as a broken journey, it had the most negative impact on consumers' likelihood to rebuy in 12 of 22 industries.
+ **Negative experiences with fast food have the greatest impact on likelihood to rebuy.** When a fast-food experience is identified as broken by a consumer, it has an average impact of -22 percentage-points on a consumer's likelihood to purchase again, the highest of all industries. Customers that say *eating the food* is a broken journey are 43 percentage-points less likely to purchase again from that company compared to those who did not.

STUDY KEY FACTS

- US online study
- Conducted Q3 of 2022
- 10,000 consumers
- 22 industries

U.S. Consumer Journeys Needing Improvement Across 22 Industries

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Methodology

Journeys That Need The Most Improvement

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KEY TAKEAWAYS

+ *Getting help from the customer service department* and *finding and selecting the right product/service* are the most frequently cited problematic journeys by consumers, each referenced in six of 22 industries.

ABOUT

This table shows the journeys that were most frequently said to need improvement for each industry by consumers.

Journeys that consumers most frequently say need the most improvement

Industry	Most Problematic Journey
Airlines	Claiming your baggage
Automotive	Getting service on a vehicle
Banking	Getting help from customer service department
Car Rental	Finding and selecting the right vehicle
Computer and Tablet Makers	Receiving useful updates
Consumer Payments	Getting help from customer service department
Electronics	Using the electronics
Fast Food	Getting the right order
Food Takeout and Delivery	Receiving useful updates
Grocery	Finding and selecting the right products
Health Insurance	Getting help from customer service department

Industry	Most Problematic Journey
Hotel	Finding and selecting the right room
Insurance	Finding and selecting the right policy
Investment Firms	Understanding statements
Parcel Delivery Services	Getting help from customer service department
Retail	Finding and selecting the right product
Software Firms	Updating the software
Social Media	Receiving useful updates
Streaming Media	Finding and streaming the content you want
TV/Internet Service Provider	Getting help from customer service department
Utilities	Receiving useful updates
Wireless Carriers	Getting help from customer service department

Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

Journeys That Most Impact Likelihood to Rebuy

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KEY TAKEAWAYS

+ *Getting help from the customer service department* is the journey with the greatest negative impact on a consumer's likelihood to rebuy from a company when selected by consumers for 12 of 22 industries.

ABOUT

This table shows the journeys that have the greatest negative impact on consumers' likelihood to rebuy from a company.

When consumers identify these journeys as needing improvement, companies see the largest drop in consumer likelihood to rebuy

Industry	Most Impactful Journey
Airlines	Flying to your destination
Automotive	Getting help from the customer service department
Banking	Getting help from the customer service department
Car Rental	Getting help from the customer service department
Computer and Tablet Makers	Getting help from the customer service department
Consumer Payments	Getting help from the customer service department
Electronics	Getting help from the customer service department
Fast Food	Eating the food
Food Takeout and Delivery	Getting help from the customer service department
Grocery	Using the products
Health Insurance	Submitting and resolving a claim

Industry	Most Impactful Journey
Hotel	Spending time in the hotel
Insurance	Submitting and resolving a claim
Investment Firms	Completing the account application
Parcel Delivery Services	Getting help from the customer service department
Retail	Completing the purchase
Software Firms	Getting help from the customer service department
Social Media	Using the account
Streaming Media	Using online customer service resources
TV/Internet Service Provider	Getting help from the customer service department
Utilities	Getting help from the customer service department
Wireless Carriers	Getting help from the customer service department

Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

Problematic Journeys: Airlines

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KEY TAKEAWAYS

+ The journey airline consumers most want to see improved is *claiming your baggage*, with 16% saying this journey is broken.

+ The journey that the fewest consumers think needs improvement is *flying to your destination*.

ABOUT

This chart shows the percentage of consumers that think each interaction with a specific airline company needs to be improved, aggregated across all airline companies included in the analysis.

Thinking of your interactions with [an airline], which of these experiences most needs to be improved?
(Select up to two options)

Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

How Journeys Impact Rebuying: Airlines

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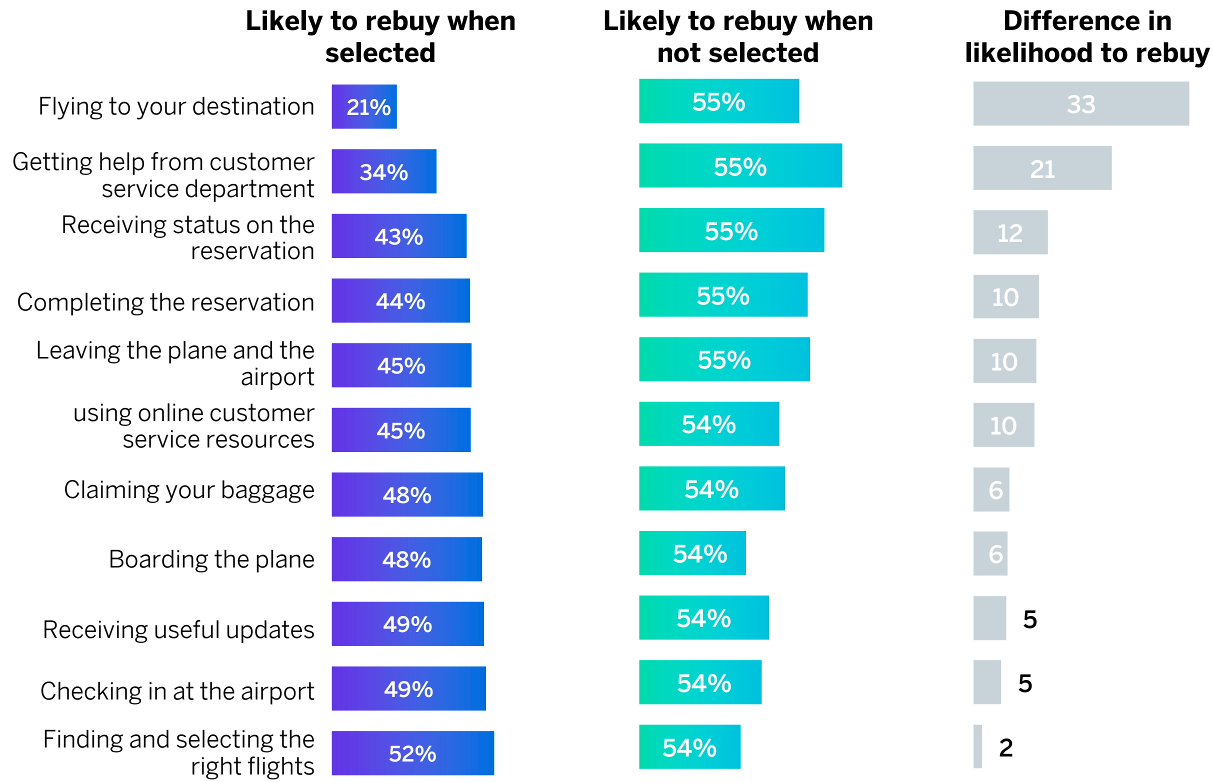
KEY TAKEAWAYS

+ When none of these journeys are identified as broken, 75% of consumers say they are likely to rebuy from the airline. When one or more journey needs improvement, 45% of consumers are likely to rebuy.
+ Consumers that say *flying to [their] destination* is a broken journey are 33 points less likely to rebuy compared to those that didn't say so.
+ *Finding and selecting the right flights* is the journey that, when broken, has the least impact on an airline consumer's likelihood to rebuy.

ABOUT

These charts show consumers' likelihood to rebuy from an airline when they say each journey needs improvement, when they say each journey is not in need of improvement, and the difference between those two metrics.

Difference in likelihood to rebuy when consumers identify an airline journey that needs improvement



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

Problematic Journeys: Automotive

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KEY TAKEAWAYS

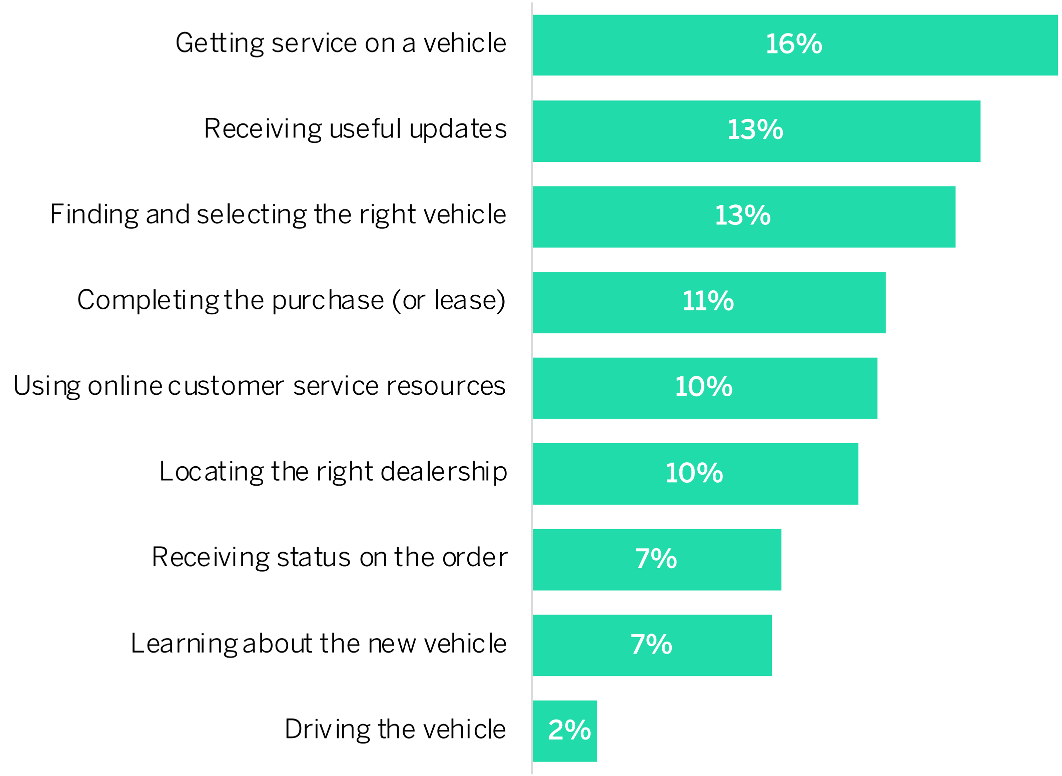
+ The journey auto consumers most want to see improved is *getting service on a vehicle*, with 16% saying this journey is broken.

+ The journey that the fewest consumers think needs improvement is *driving the vehicle*.

ABOUT

This chart shows the percentage of consumers that think each interaction with a specific auto company needs to be improved, aggregated across all automotive companies included in the analysis.

Thinking of your interactions with [an auto company], which of these experiences most needs to be improved?
(Select up to two options)



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

How Journeys Impact Rebuying: Automotive

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KEY TAKEAWAYS

+ When none of these journeys are identified as broken, 74% of consumers say they are likely to rebuy from the auto company. When one or more journey needs improvement, 45% of consumers are likely to rebuy.

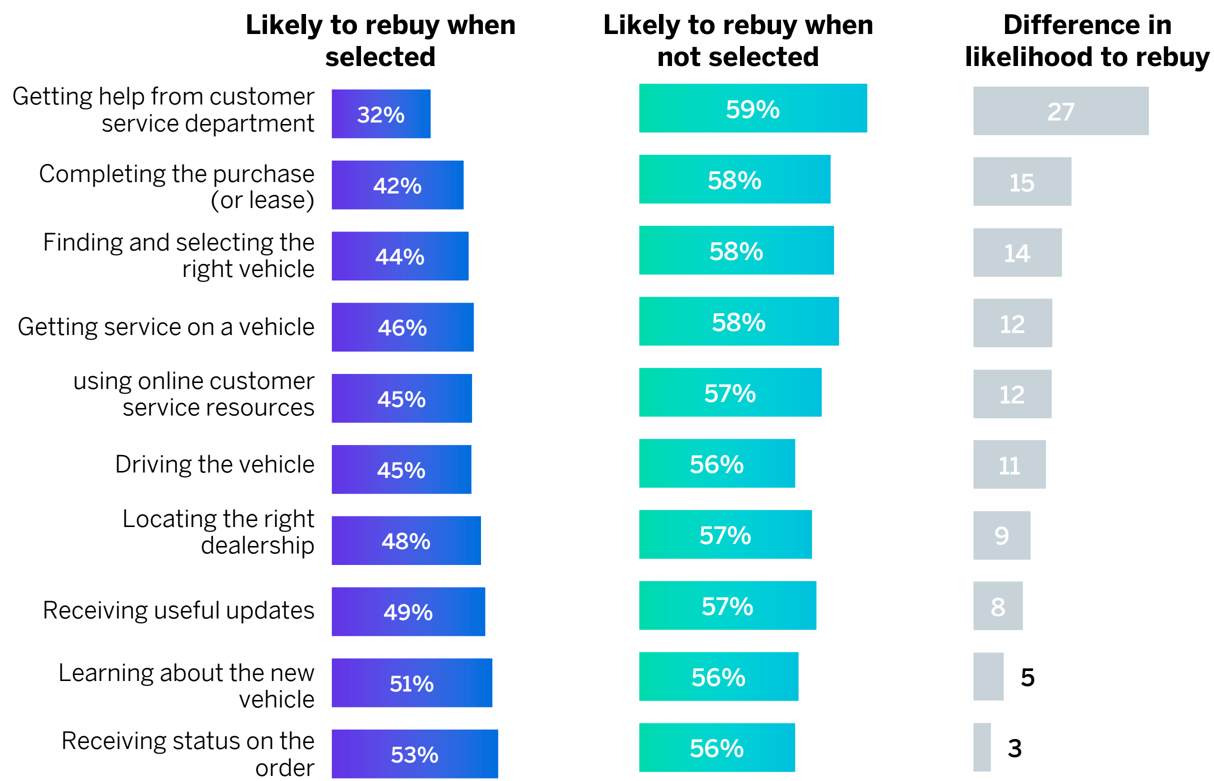
+ Consumers that say *getting help from the customer service department* is a broken journey are 27 points less likely to rebuy compared to those that didn't say so.

+ *Receiving status on the order* is the journey that, when broken, has the least impact on an auto consumer's likelihood to rebuy.

ABOUT

These charts show consumers' likelihood to rebuy from an auto company when they say each journey needs improvement, when they say each journey is not in need of improvement, and the difference between those two metrics.

Difference in likelihood to rebuy when consumers identify an auto company journey that needs improvement



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

Problematic Journeys: Banking

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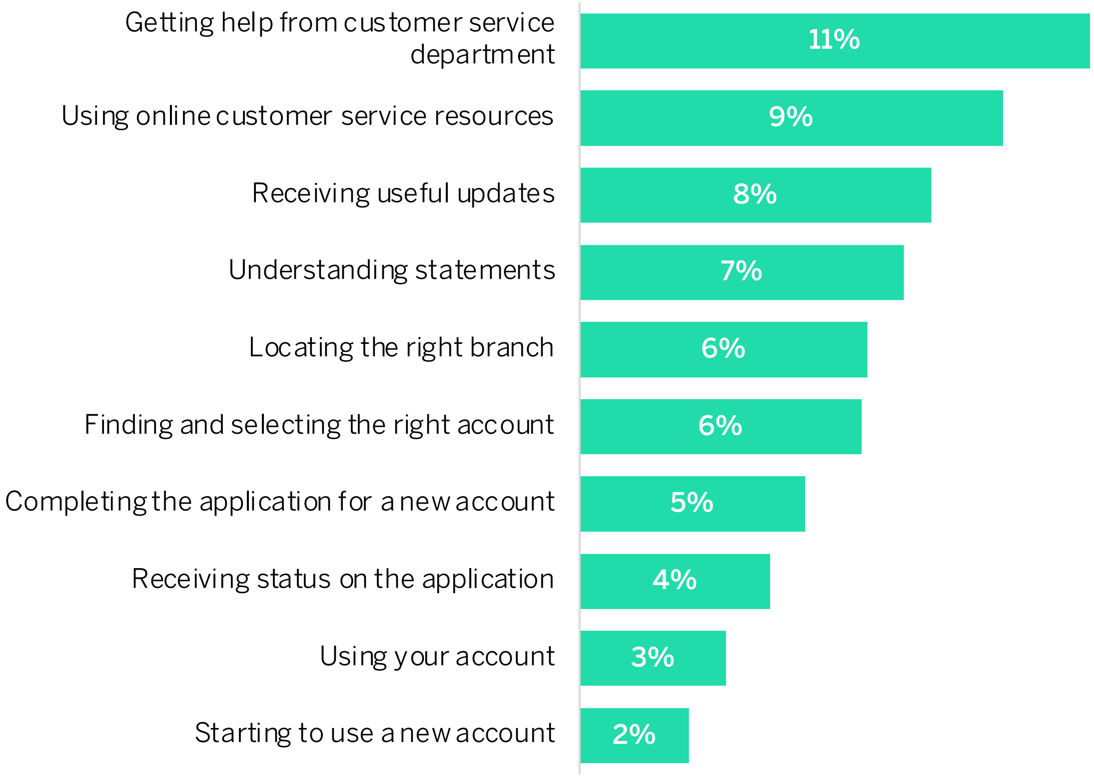
KEY TAKEAWAYS

- The journey banking consumers most want to see improved is *getting help from the customer service department*, with 11% saying this journey is broken.
- The journey that the fewest consumers think needs improvement is *starting to use a new account*.

ABOUT

This chart shows the percentage of consumers that think each interaction with a specific banking company needs to be improved, aggregated across all airline companies included in the analysis.

Thinking of your interactions with [a bank], which of these experiences most needs to be improved?
(Select up to two options)



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

How Journeys Impact Rebuying: Banking

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KEY TAKEAWAYS

+ When none of these journeys are identified as broken, 71% of consumers say they are likely to rebuy from the bank. When one or more journey needs improvement, 39% of consumers are likely to rebuy.

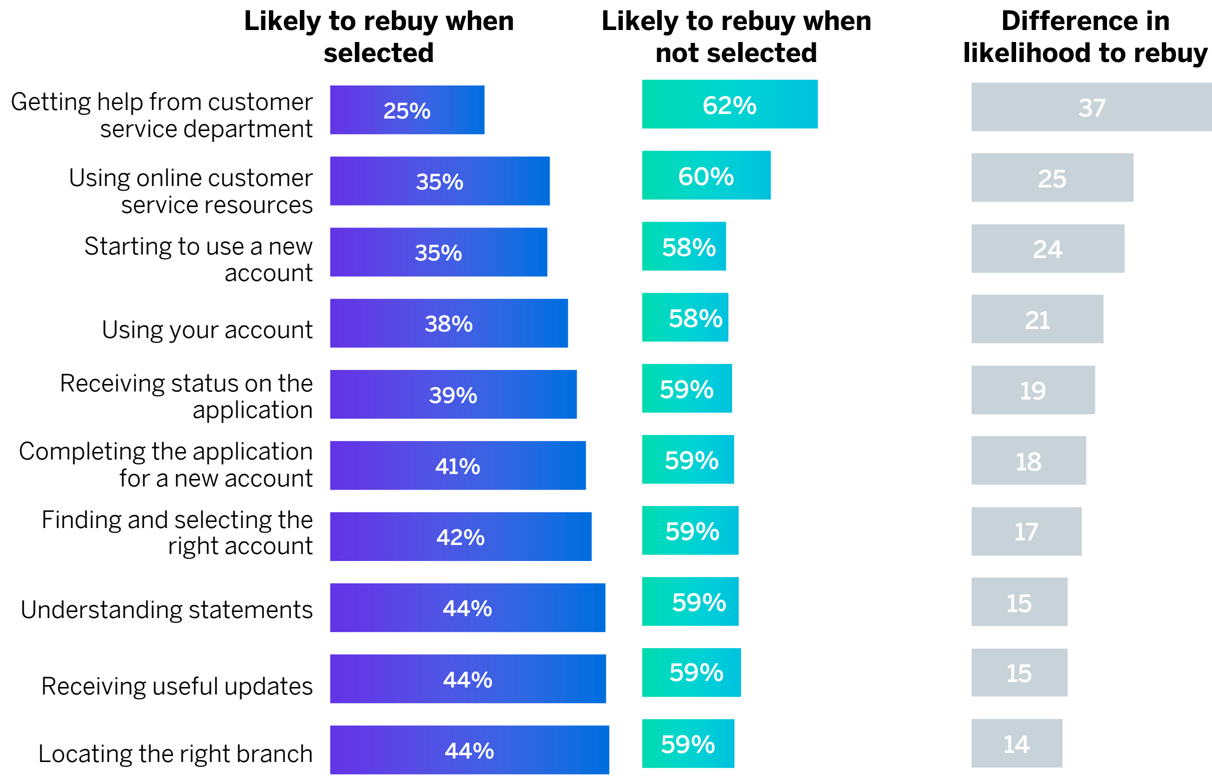
+ Consumers that say *getting help from the customer service department* is a broken journey are 37 points less likely to rebuy compared to those that didn't say so.

+ *Locating the right branch* is the journey that, when broken, has the least impact on a banking consumer's likelihood to rebuy.

ABOUT

These charts show consumers' likelihood to rebuy from a bank when they say each journey needs improvement, when they say each journey is not in need of improvement, and the difference between those two metrics.

Difference in likelihood to rebuy when consumers identify a bank journey that needs improvement



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

Problematic Journeys: Car Rental

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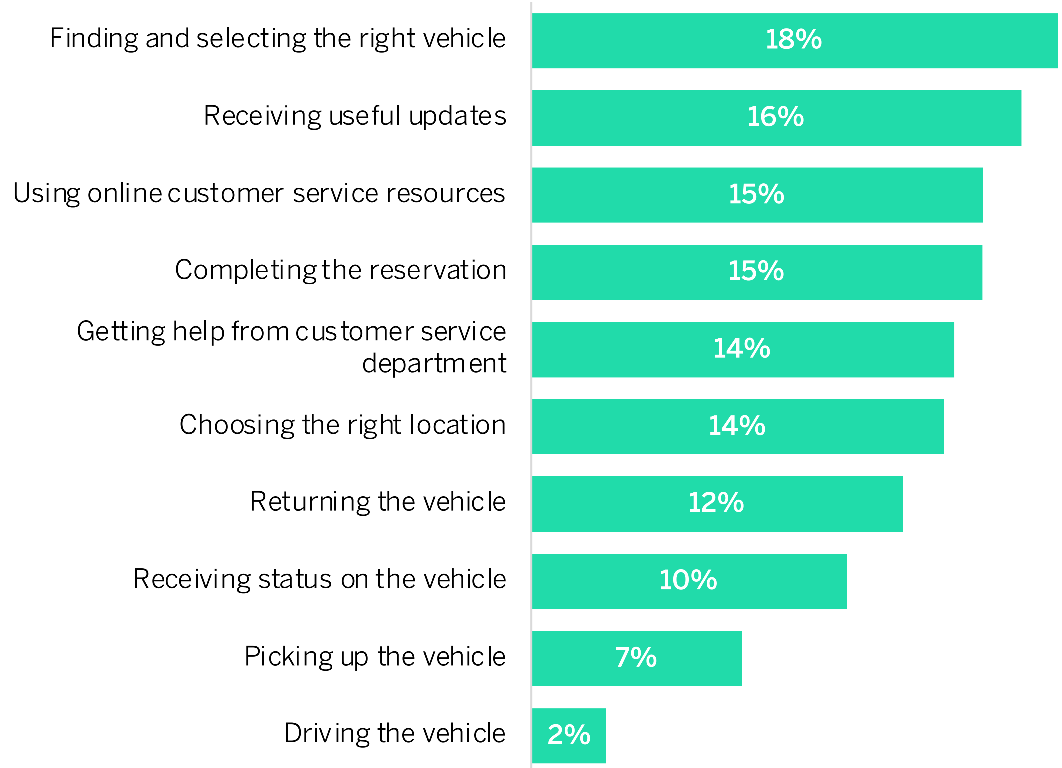
KEY TAKEAWAYS

- The journey car rental consumers most want to see improved is *finding and selecting the right vehicle*, with 18% saying this journey is broken.
- The journey that the fewest consumers think needs improvement is *driving the vehicle*.

ABOUT

This chart shows the percentage of consumers that think each interaction with a specific car rental company needs to be improved, aggregated across all airline companies included in the analysis.

Thinking of your interactions with [a car rental company], which of these experiences most needs to be improved?
(Select up to two options)



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

How Journeys Impact Rebuying: Car Rental

KEY TAKEAWAYS

+ When none of these journeys are identified as broken, 65% of consumers say they are likely to rebuy from the car rental company. When one or more journey needs improvement, 40% of consumers are likely to rebuy.

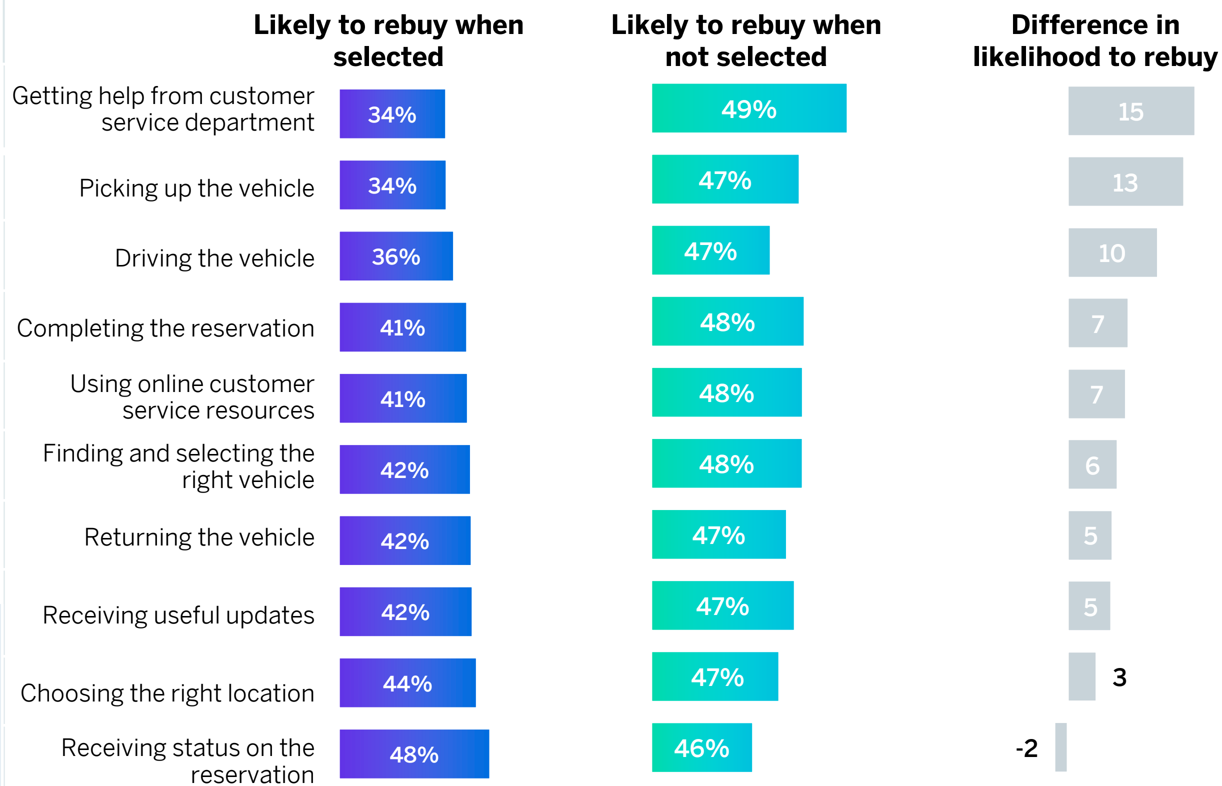
+ Consumers that say *getting help from the customer service department* is a broken journey are 15 points less likely to rebuy compared to those that didn't say so.

+ *Receiving status on the reservation* is the journey that, when broken, has the least impact on a car rental consumer's likelihood to rebuy.

ABOUT

These charts show consumers' likelihood to rebuy from a car rental company when they say each journey needs improvement, when they say each journey is not in need of improvement, and the difference between those two metrics.

Difference in likelihood to rebuy when consumers identify a car rental journey that needs improvement



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

Problematic Journeys: Computer & Tablet Makers

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KEY TAKEAWAYS

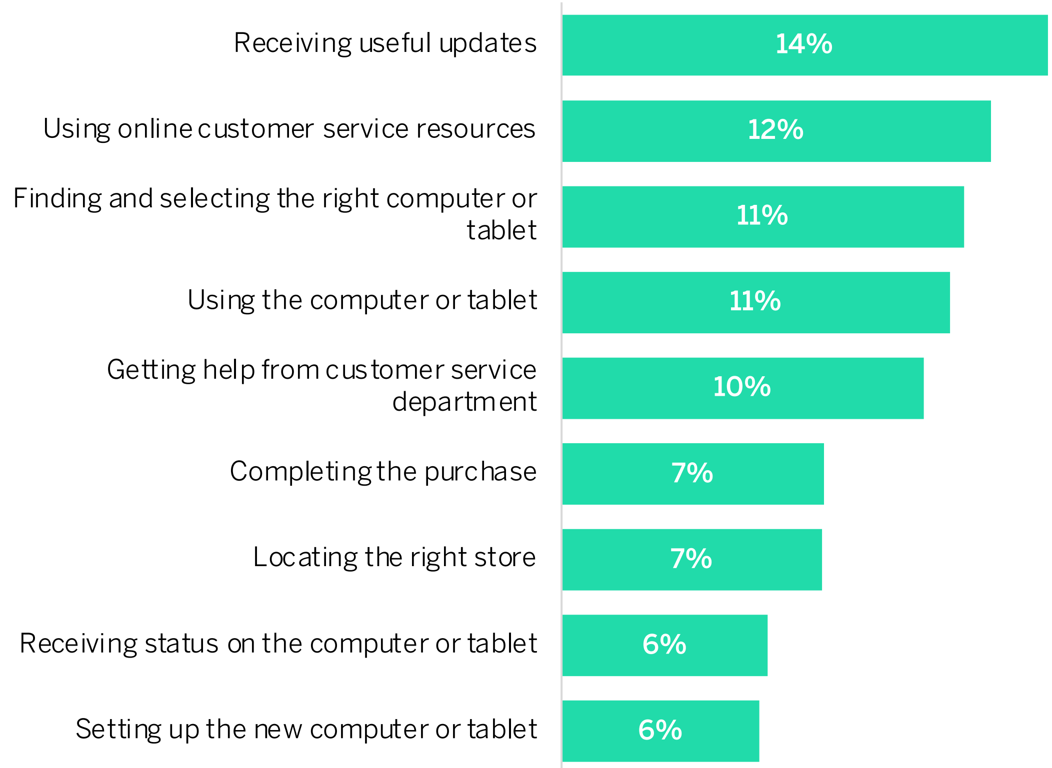
+ The journey computer/tablet consumers most want to see improved is *receiving useful updates*, with 14% saying this journey is broken.

+ The journey that the fewest consumers think needs improvement is *setting up the new computer or tablet*.

ABOUT

This chart shows the percentage of consumers that think each interaction with a specific computer/tablet maker company needs to be improved, aggregated across all computer/tablet companies included in the analysis.

Thinking of your interactions with [a computer/tablet maker], which of these experiences most needs to be improved?
(Select up to two options)



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

How Journeys Impact Rebuying: Computer & Tablet Maker

KEY TAKEAWAYS

+ When none of these journeys are identified as broken, 67% of consumers say they are likely to rebuy from the computer/tablet maker. When one or more journey needs improvement, 46% of consumers are likely to rebuy.

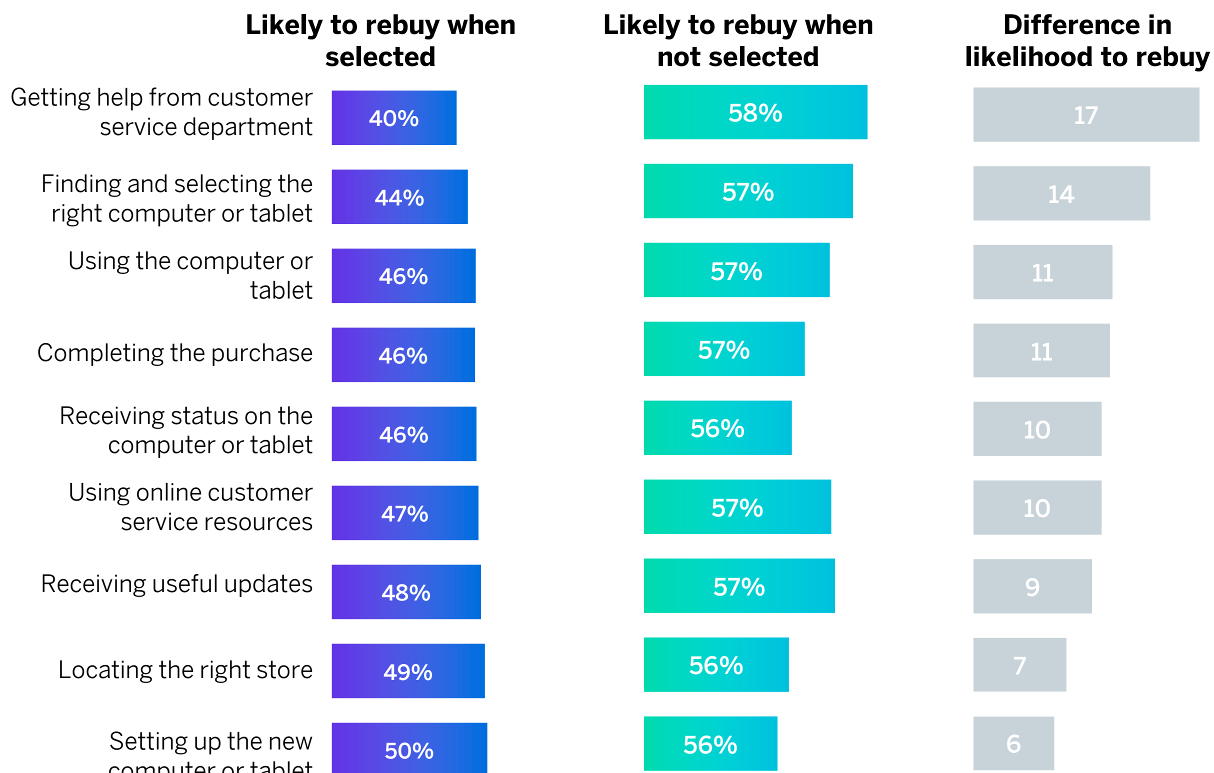
+ Consumers that say *getting help from the customer service department* is a broken journey are 17 points less likely to rebuy compared to those that didn't say so.

+ *Setting up the new computer or tablet* is the journey that, when broken, has the least impact on a computer/tablet maker consumer's likelihood to rebuy.

ABOUT

These charts show consumers' likelihood to rebuy from a computer/tablet maker when they say each journey needs improvement, when they say each journey is not in need of improvement, and the difference between those two metrics.

Difference in likelihood to rebuy when consumers identify a computer/tablet maker journey that needs improvement



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

Problematic Journeys: Consumer Payment

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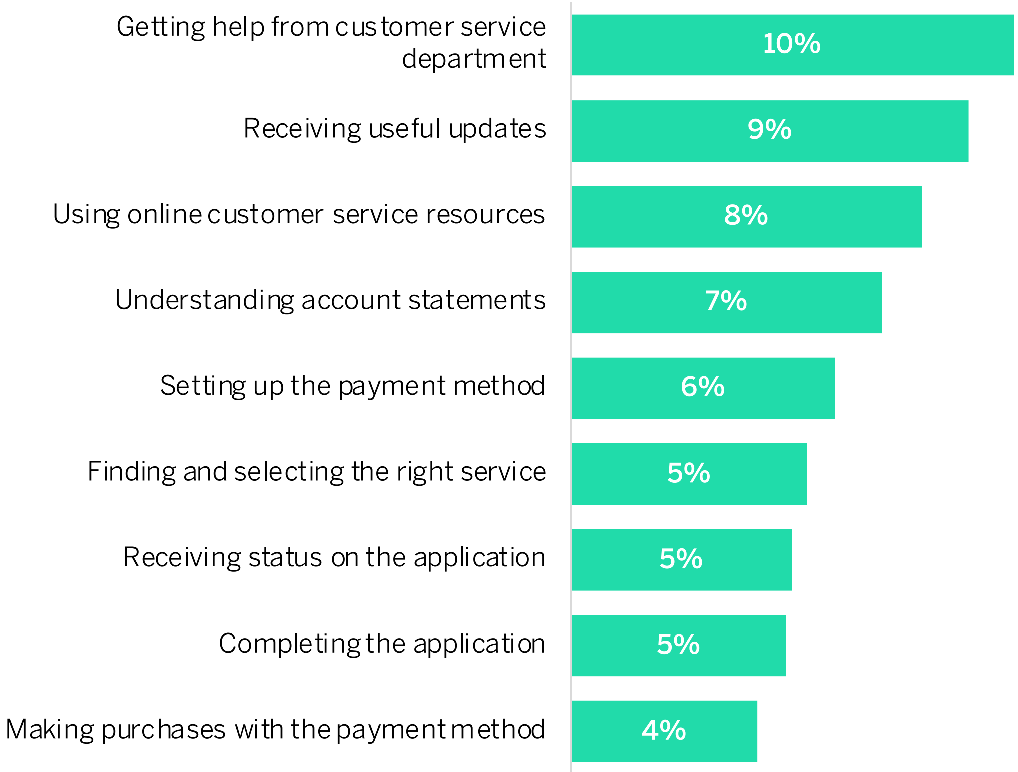
KEY TAKEAWAYS

+ The journey consumer payments customers most want to see improved is *getting help from the customer service department*, with 10% saying this journey is broken.
+ The journey that the fewest consumers think needs improvement is *making purchases with the payment method*.

ABOUT

This chart shows the percentage of consumers that think each interaction with a specific consumer payments company needs to be improved, aggregated across all consumer payment companies included in the analysis.

Thinking of your interactions with [a consumer payment company], which of these experiences most needs to be improved?
(Select up to two options)



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

How Journeys Impact Rebuying: Consumer Payment

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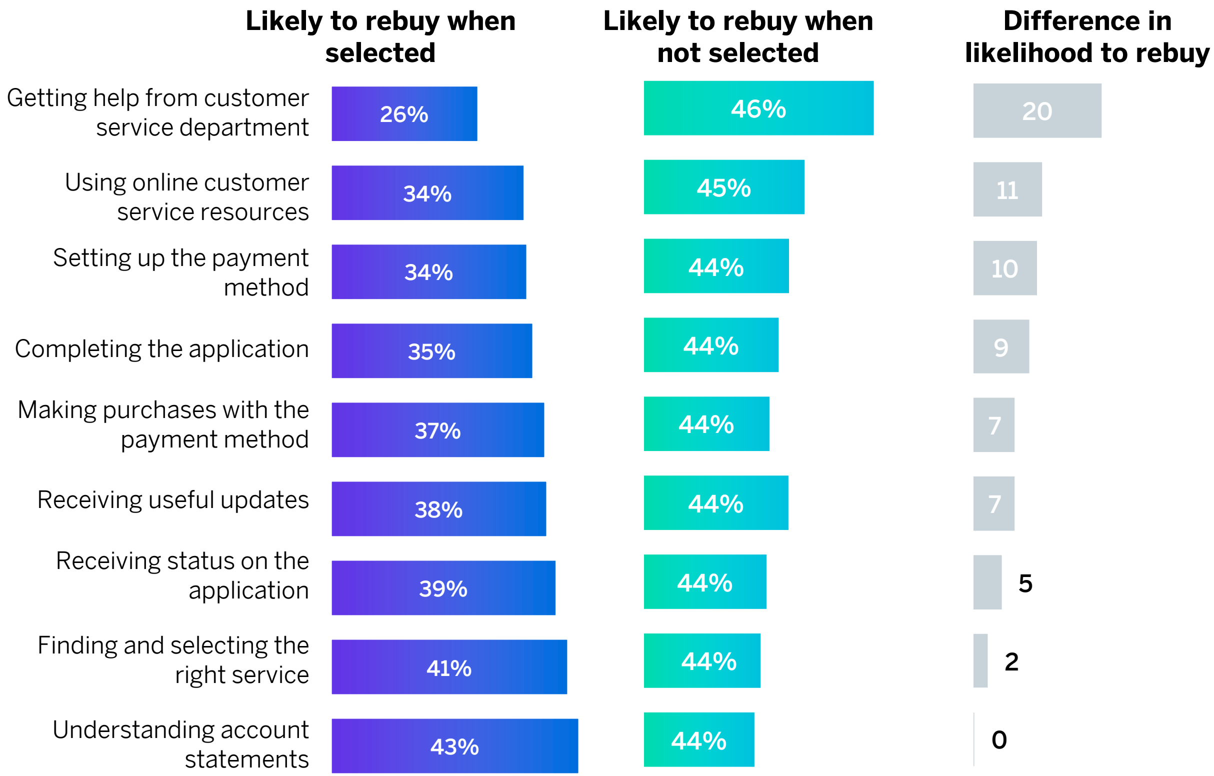
KEY TAKEAWAYS

- When none of these journeys are identified as broken, 48% of consumers say they are likely to rebuy from the consumer payments company. When one or more journey needs improvement, 36% of consumers are likely to rebuy.
- Consumers that say *getting help from the customer service department* is a broken journey are 20 points less likely to rebuy compared to those that didn't say so.
- *Understanding account statements* is the journey that, when broken, has the least impact on a consumer payments customer's likelihood to rebuy.

ABOUT

These charts show consumers' likelihood to rebuy from a consumer payments company when they say each journey needs improvement, when they say each journey is not in need of improvement, and the difference between those two metrics.

Difference in likelihood to rebuy when consumers identify a consumer payment journey that needs improvement



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

Problematic Journeys: Electronics

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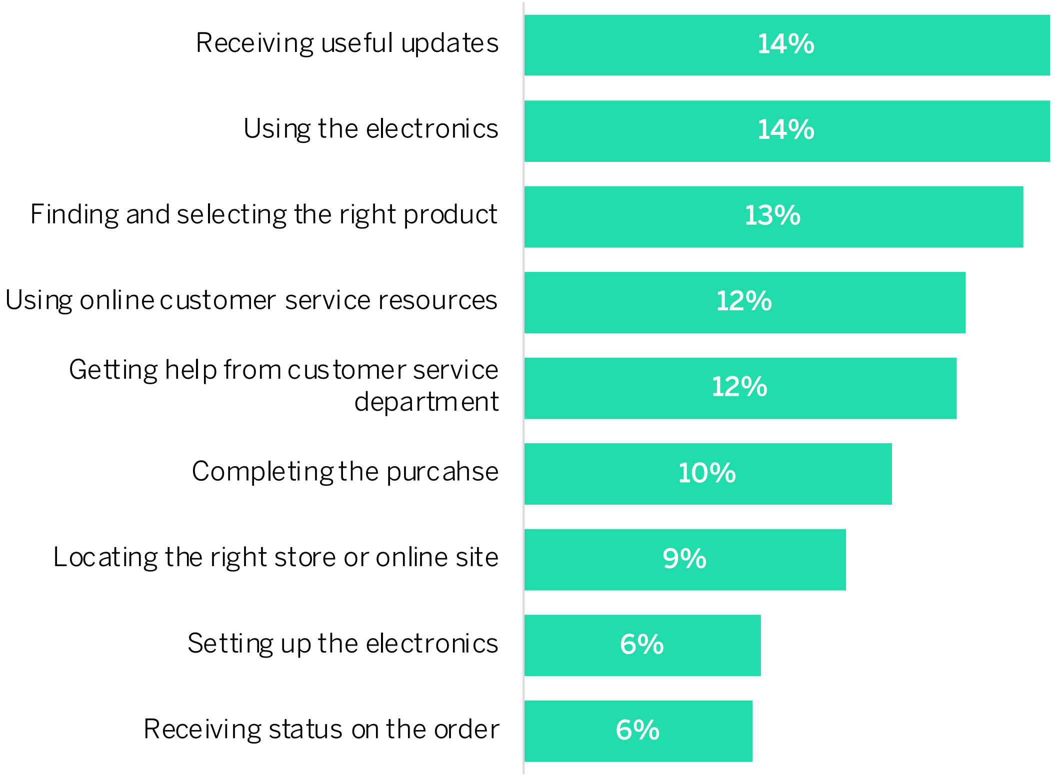
KEY TAKEAWAYS

+ The journey electronics consumers most want to see improved is *receiving useful updates*, with 14% saying this journey is broken.
+ The journey that the fewest consumers think needs improvement is *receiving status on the order*.

ABOUT

This chart shows the percentage of consumers that think each interaction with a specific electronics company needs to be improved, aggregated across all electronics companies included in the analysis.

Thinking of your interactions with [an electronics company], which of these experiences most needs to be improved?
(Select up to two options)



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

How Journeys Impact Rebuying: Electronics

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KEY TAKEAWAYS

+ When none of these journeys are identified as broken, 66% of consumers say they are likely to rebuy from the electronics company. When one or more journey needs improvement, 41% of consumers are likely to rebuy.

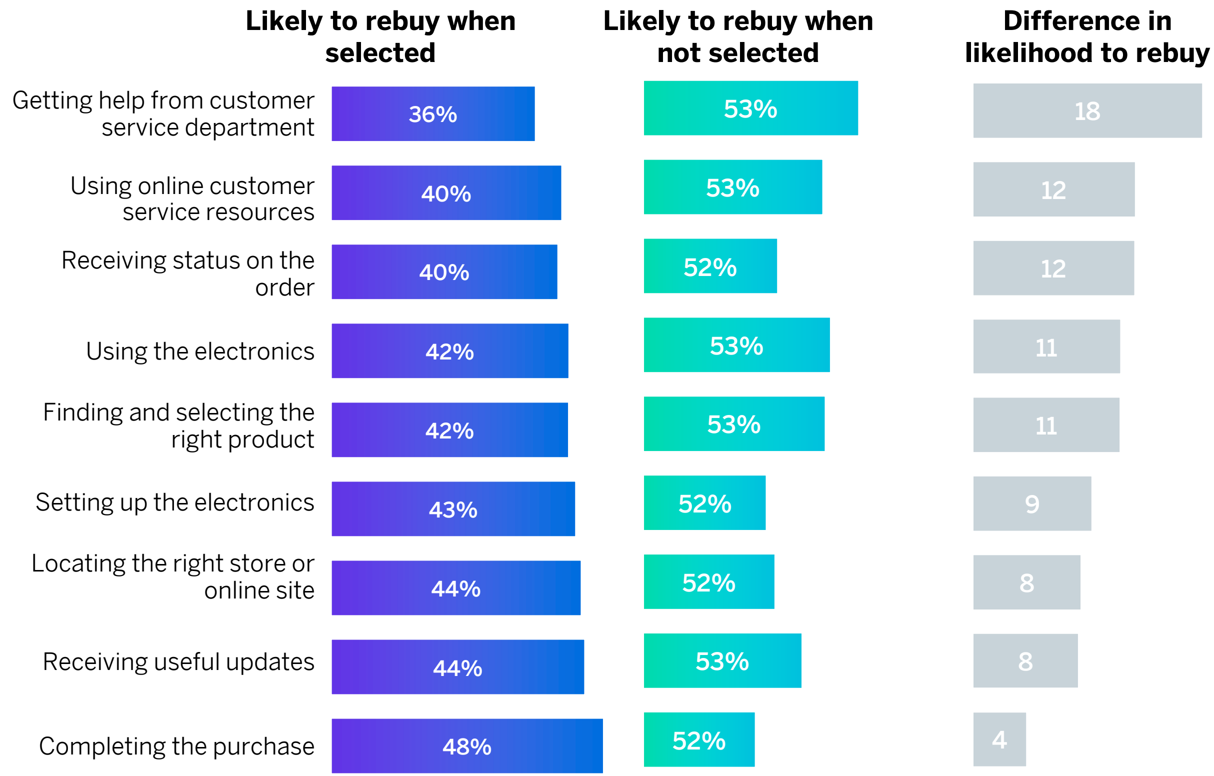
+ Consumers that say *getting help from the customer service department* is a broken journey are 18 points less likely to rebuy compared to those that didn't say so.

+ *Completing the purchase* is the journey that, when broken, has the least impact on an electronics consumer's likelihood to rebuy.

ABOUT

These charts show consumers' likelihood to rebuy from an electronics company when they say each journey needs improvement, when they say each journey is not in need of improvement, and the difference between those two metrics.

Difference in likelihood to rebuy when consumers identify an electronics journey that needs improvement



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

Problematic Journeys: Fast Food

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KEY TAKEAWAYS

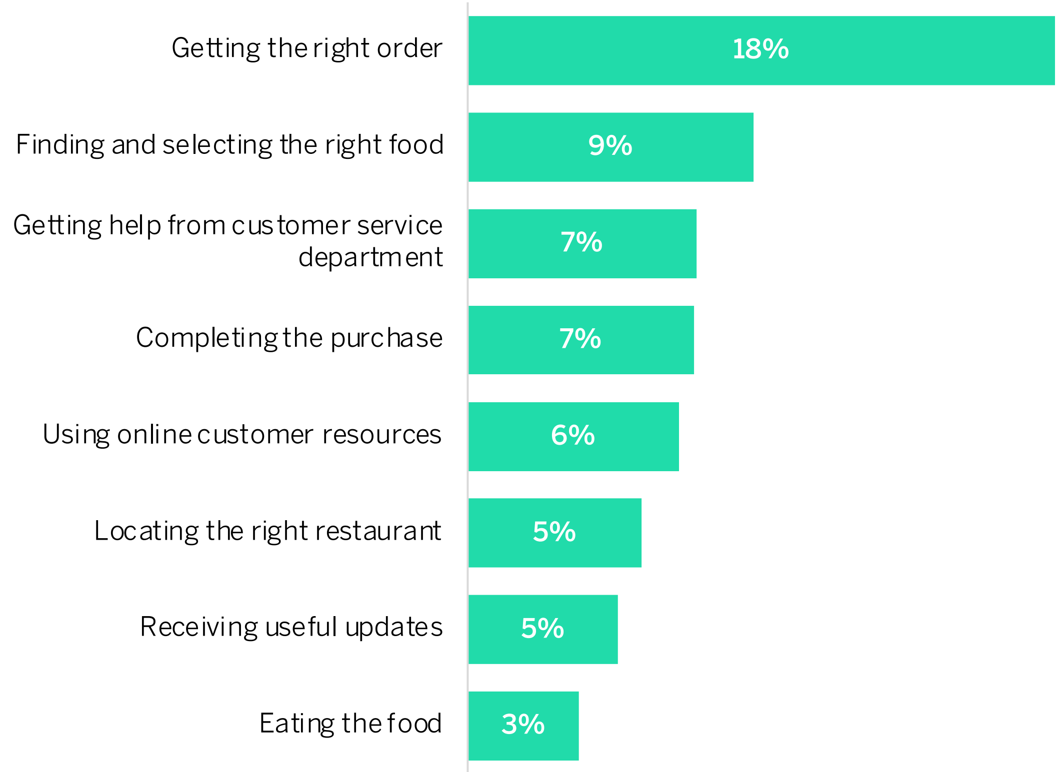
+ The journey fast food consumers most want to see improved is *getting the right order*, with 18% saying this journey is broken.

+ The journey that the fewest consumers think needs improvement is *eating the food*.

ABOUT

This chart shows the percentage of consumers that think each interaction with a specific fast food restaurant needs to be improved, aggregated across all fast food companies included in the analysis.

Thinking of your interactions with [a fast food restaurant], which of these experiences most needs to be improved?
(Select up to two options)



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

How Journeys Impact Rebuying: Fast Food

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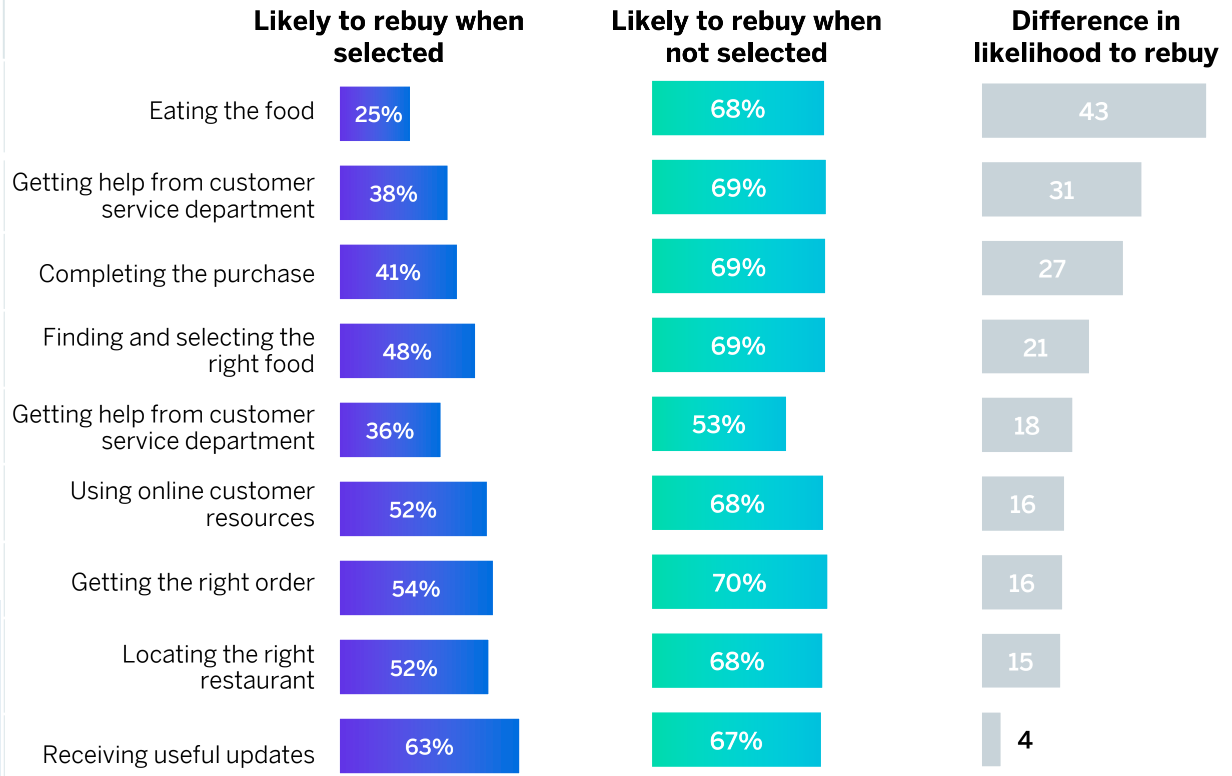
KEY TAKEAWAYS

- When none of these journeys are identified as broken, 80% of consumers say they are likely to rebuy from the fast-food company. When one or more journey needs improvement, 49% of consumers are likely to rebuy.
- Consumers that say *eating the food* is a broken journey are 43 points less likely to rebuy compared to those that didn't say so.
- *Receiving useful updates* is the journey that, when broken, has the least impact on a fast-food consumer's likelihood to rebuy.

ABOUT

These charts show consumers' likelihood to rebuy from a fast-food restaurant when they say each journey needs improvement, when they say each journey is not in need of improvement, and the difference between those two metrics.

Difference in likelihood to rebuy when consumers identify a fast-food journey that needs improvement



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

Problematic Journeys: Food Takeout & Delivery

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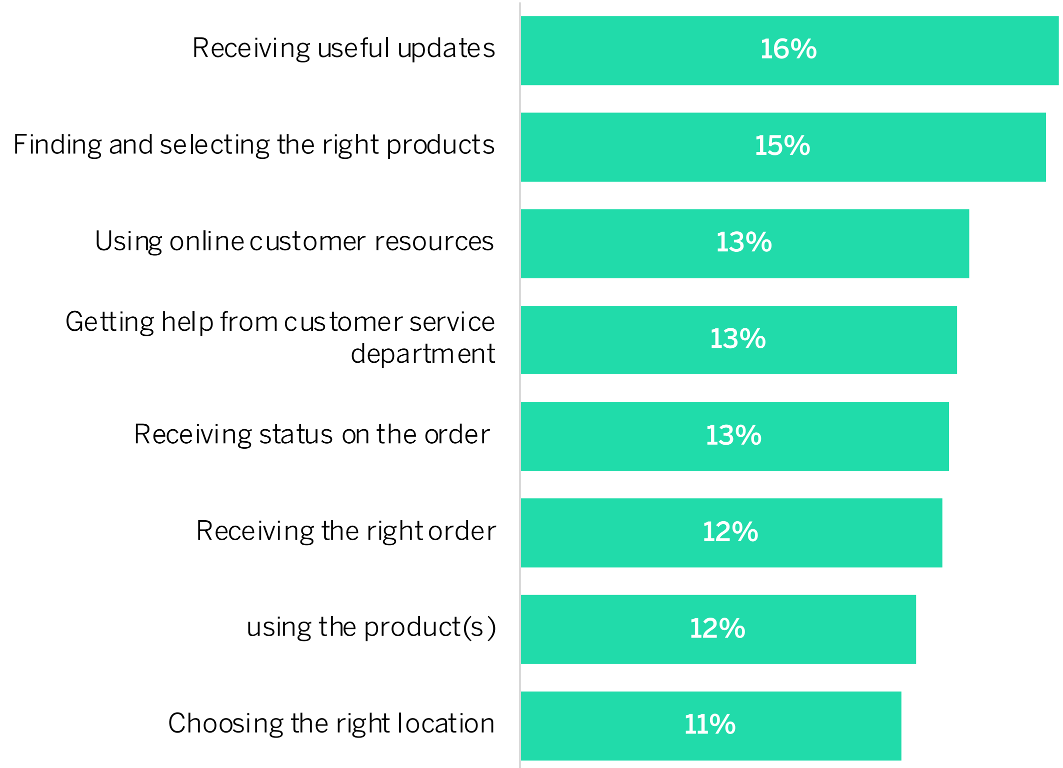
KEY TAKEAWAYS

+ The journey food takeout/delivery consumers most want to see improved is *receiving useful updates*, with 16% saying this journey is broken.
+ The journey that the fewest consumers think needs improvement is *choosing the right location*.

ABOUT

This chart shows the percentage of consumers that think each interaction with a specific food takeout/delivery restaurant needs to be improved, aggregated across all food takeout/delivery companies included in the analysis.

Thinking of your interactions with [a food takeout & delivery company], which of these experiences most needs to be improved?
(Select up to two options)



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

How Journeys Impact Rebuying: Food Takeout & Delivery

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KEY TAKEAWAYS

+ When none of these journeys are identified as broken, 70% of consumers say they are likely to rebuy from the food takeout/delivery company. When one or more journey needs improvement, 49% of consumers are likely to rebuy.

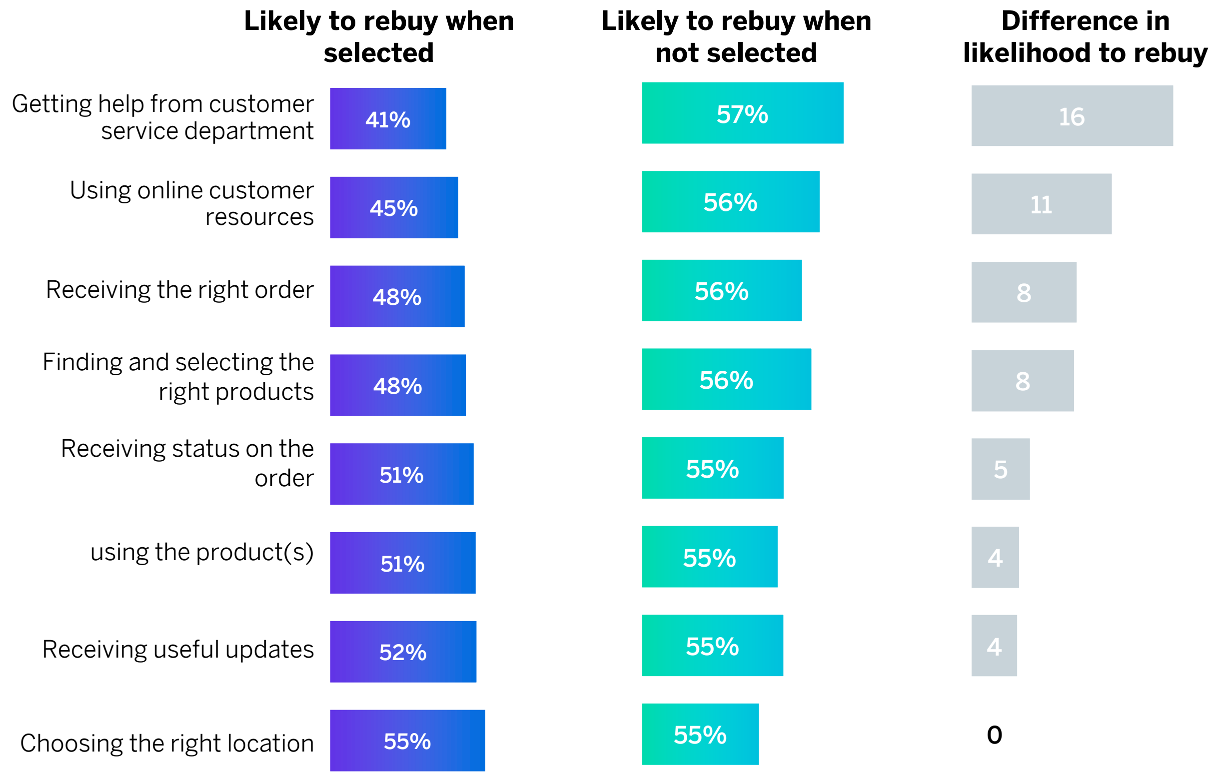
+ Consumers that say *getting help from the customer service department* is a broken journey are 16 points less likely to rebuy compared to those that didn't say so.

+ *Choosing the right location* is the journey that, when broken, has the least impact on a food takeout/delivery consumer's likelihood to rebuy.

ABOUT

These charts show consumers' likelihood to rebuy from a food takeout/delivery company when they say each journey needs improvement, when they say each journey is not in need of improvement, and the difference between those two metrics.

Difference in likelihood to rebuy when consumers identify a food takeout/delivery journey that needs improvement



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

Problematic Journeys: Grocery

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KEY TAKEAWAYS

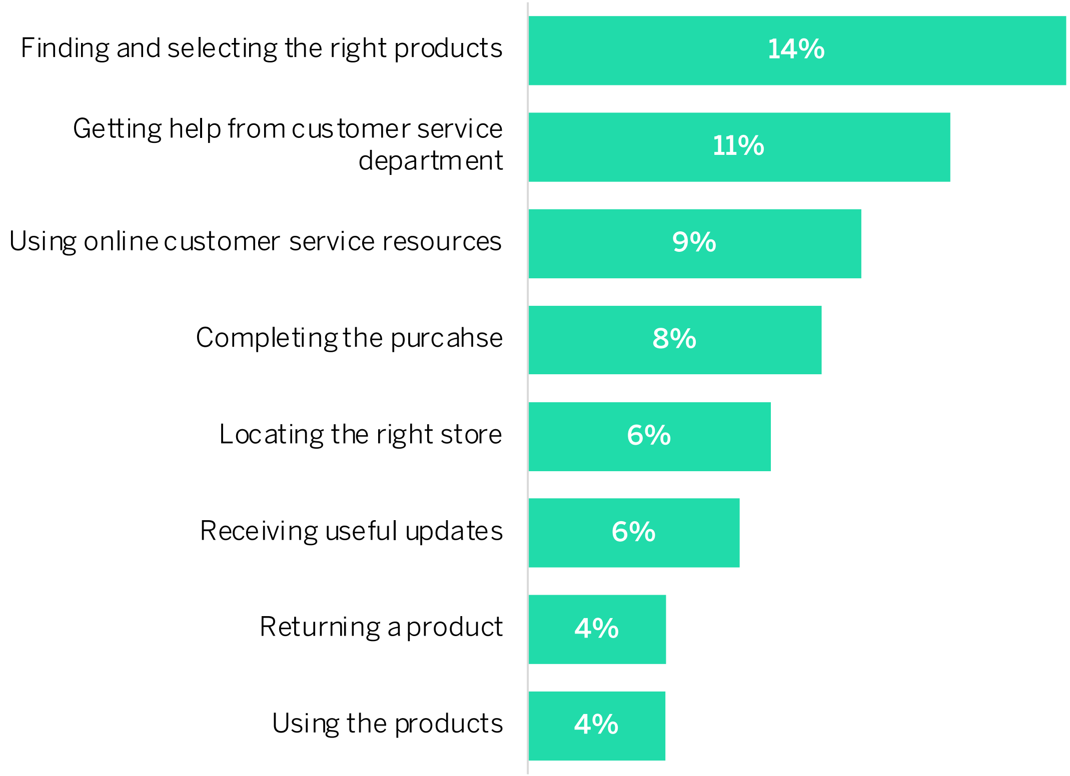
+ The journey grocery consumers most want to see improved is *finding and selecting the right products*, with 14% saying this journey is broken.

+ The journey that the fewest consumers think needs improvement is *using the products*.

ABOUT

This chart shows the percentage of consumers that think each interaction with a specific grocery store needs to be improved, aggregated across all grocery companies included in the analysis.

Thinking of your interactions with [a grocery company], which of these experiences most needs to be improved?
(Select up to two options)



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

How Journeys Impact Rebuying: Grocery

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KEY TAKEAWAYS

+ When none of these journeys are identified as broken, 81% of consumers say they are likely to rebuy from the grocery store. When one or more journey needs improvement, 54% of consumers are likely to rebuy.

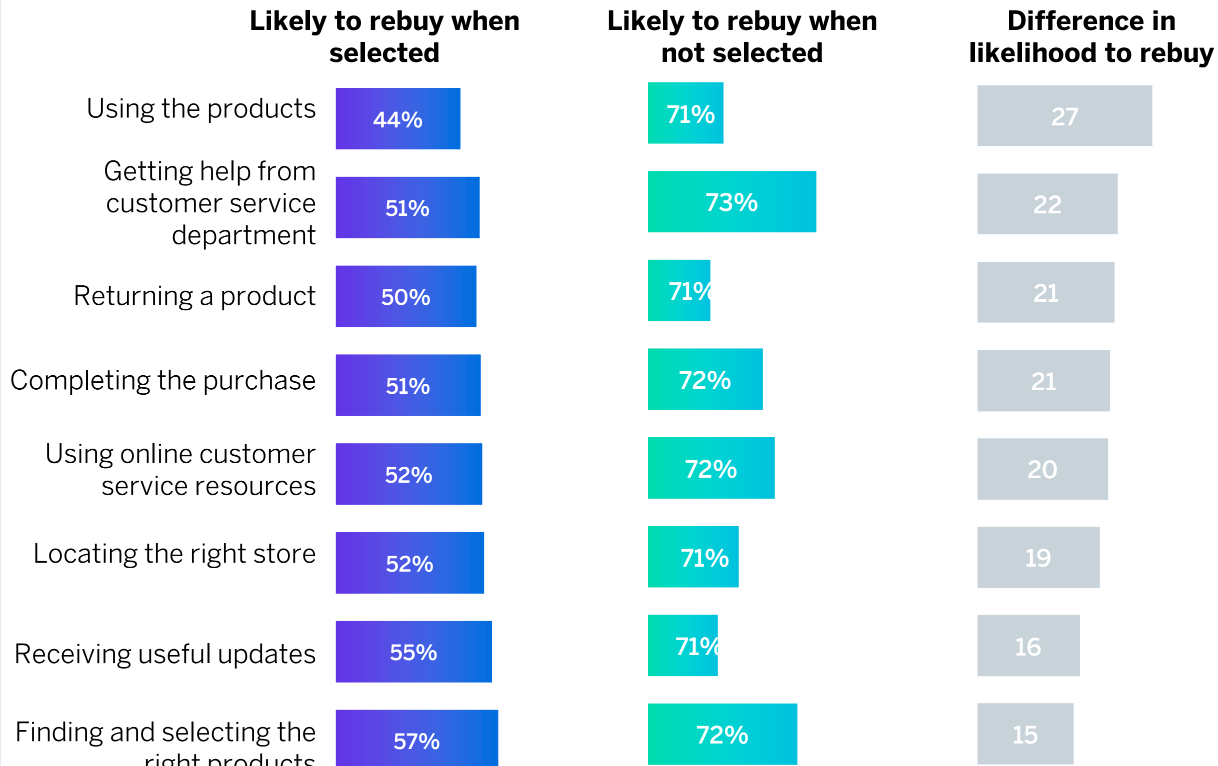
+ Consumers that say *using the products* is a broken journey are 27 points less likely to rebuy compared to those that didn't say so.

+ *Finding and selecting the right products* is the journey that, when broken, has the least impact on a grocery consumer's likelihood to rebuy.

ABOUT

These charts show consumers' likelihood to rebuy from a grocery company when they say each journey needs improvement, when they say each journey is not in need of improvement, and the difference between those two metrics.

Difference in likelihood to rebuy when consumers identify a grocery journey that needs improvement



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

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Problematic Journeys: Health Insurance

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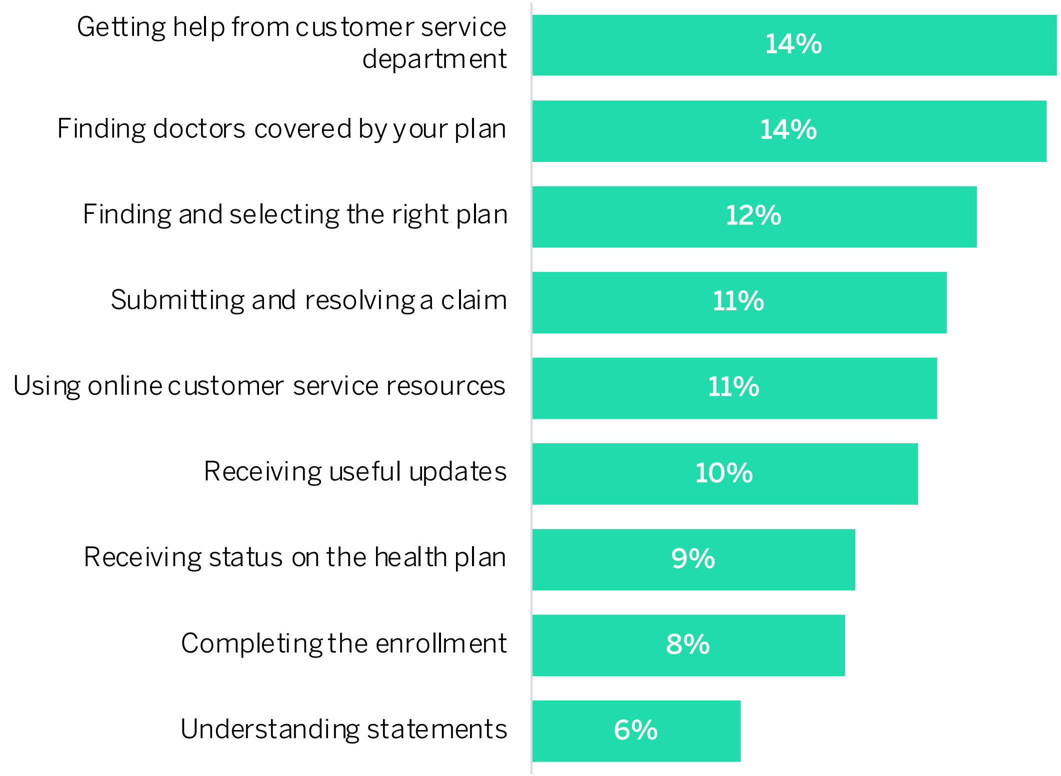
KEY TAKEAWAYS

+ The journey health insurance consumers most want to see improved is *getting help from the customer service department*, with 14% saying this journey is broken.
+ The journey that the fewest consumers think needs improvement is *understanding statements*.

ABOUT

This chart shows the percentage of consumers that think each interaction with a specific health insurer needs to be improved, aggregated across all health insurance companies included in the analysis.

Thinking of your interactions with [a health insurer], which of these experiences most needs to be improved?
(Select up to two options)



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

How Journeys Impact Rebuying: Health Insurance

Qualtrics XM institute™

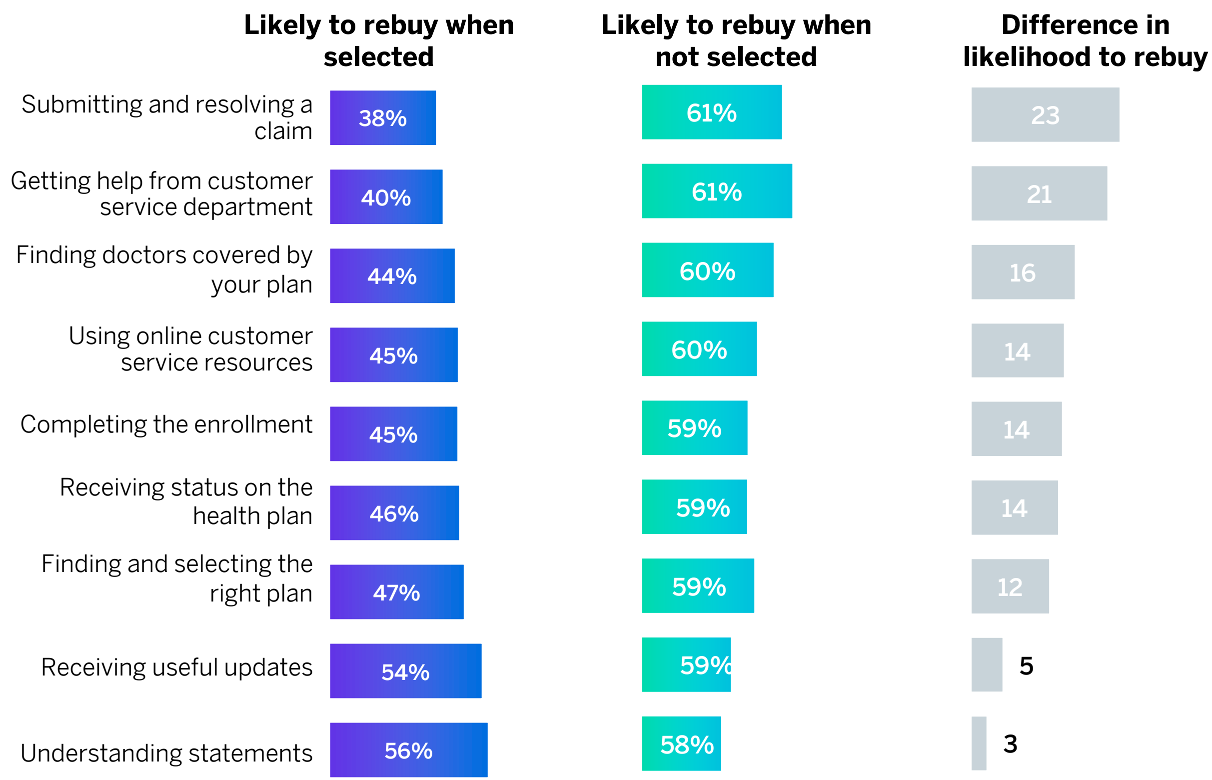
KEY TAKEAWAYS

- When none of these journeys are identified as broken, 75% of consumers say they are likely to rebuy from the health insurer. When one or more journey needs improvement, 46% of consumers are likely to rebuy.
- Consumers that say *submitting and resolving a claim* is a broken journey are 23 points less likely to rebuy compared to those that didn't say so.
- *Understanding statements* is the journey that, when broken, has the least impact on a health insurance consumer's likelihood to rebuy.

ABOUT

These charts show consumers' likelihood to rebuy from a health insurer when they say each journey needs improvement, when they say each journey is not in need of improvement, and the difference between those two metrics.

Difference in likelihood to rebuy when consumers identify a health insurance journey that needs improvement



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

Problematic Journeys: Hotels

Qualtrics XM institute™

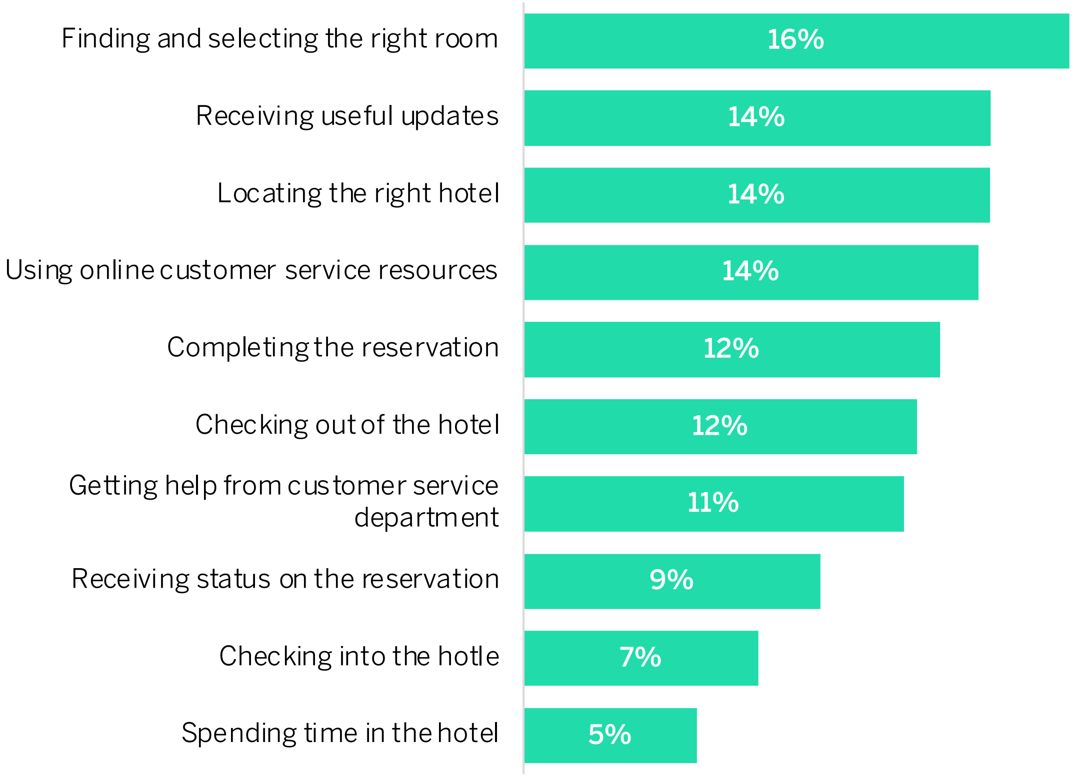
KEY TAKEAWAYS

+ The journey hotel consumers most want to see improved is *finding and selecting the right room*, with 16% saying this journey is broken.
+ The journey that the fewest consumers think needs improvement is *spending time in the hotel*.

ABOUT

This chart shows the percentage of consumers that think each interaction with a specific hotel needs to be improved, aggregated across all health insurance companies included in the analysis.

Thinking of your interactions with [a hotel], which of these experiences most needs to be improved?
(Select up to two options)



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

How Journeys Impact Rebuying: Hotels

Qualtrics XM institute™

KEY TAKEAWAYS

+ When none of these journeys are identified as broken, 72% of consumers say they are likely to rebuy from the hotel. When one or more journey needs improvement, 44% of consumers are likely to rebuy.

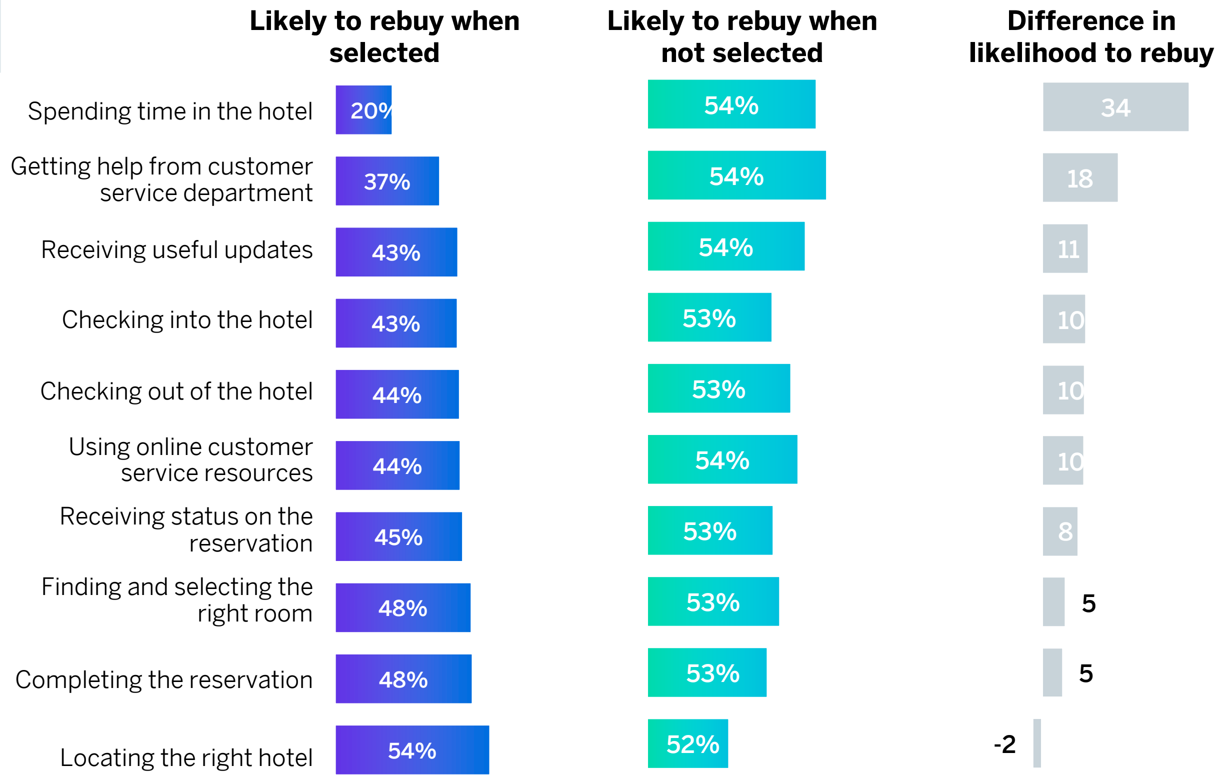
+ Consumers that say *spending time in the hotel* is a broken journey are 34 points less likely to rebuy compared to those that didn't say so.

+ *Locating the right hotel* is the journey that, when broken, has the least impact on a hotel consumer's likelihood to rebuy.

ABOUT

These charts show consumers' likelihood to rebuy from a hotel when they say each journey needs improvement, when they say each journey is not in need of improvement, and the difference between those two metrics.

Difference in likelihood to rebuy when consumers identify a hotel journey that needs improvement



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

Problematic Journeys: Insurance

Qualtrics XM institute™

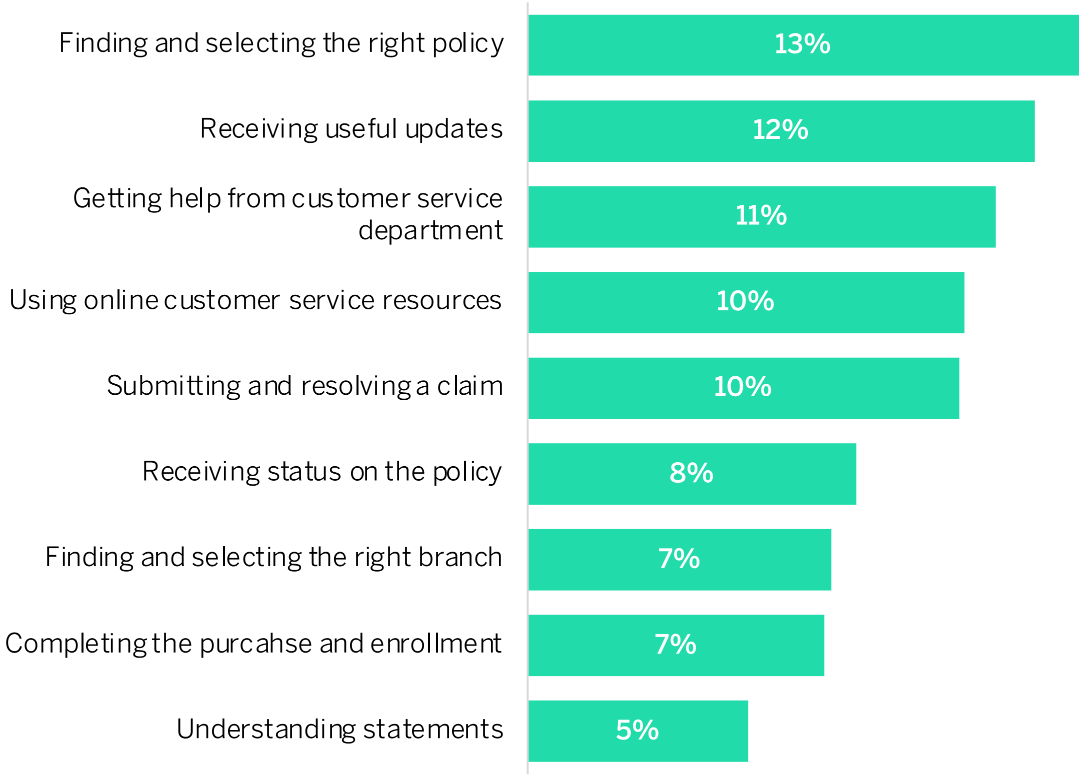
KEY TAKEAWAYS

+ The journey that insurance consumers most want to see improved is *finding and selecting the right policy*, with 13% saying this journey is broken.
+ The journey the fewest consumers think needs improvement is *understanding statements*.

ABOUT

This chart shows the percentage of consumers that think each interaction with a specific insurer needs to be improved, aggregated across all insurance companies included in the analysis.

Thinking of your interactions with [an insurer], which of these experiences most needs to be improved?
(Select up to two options)



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

How Journeys Impact Rebuying: Insurance

Qualtrics XM institute™

KEY TAKEAWAYS

+ When none of these journeys are identified as broken, 75% of consumers say they are likely to rebuy from the insurer. When one or more journey needs improvement, 40% of consumers are likely to rebuy.

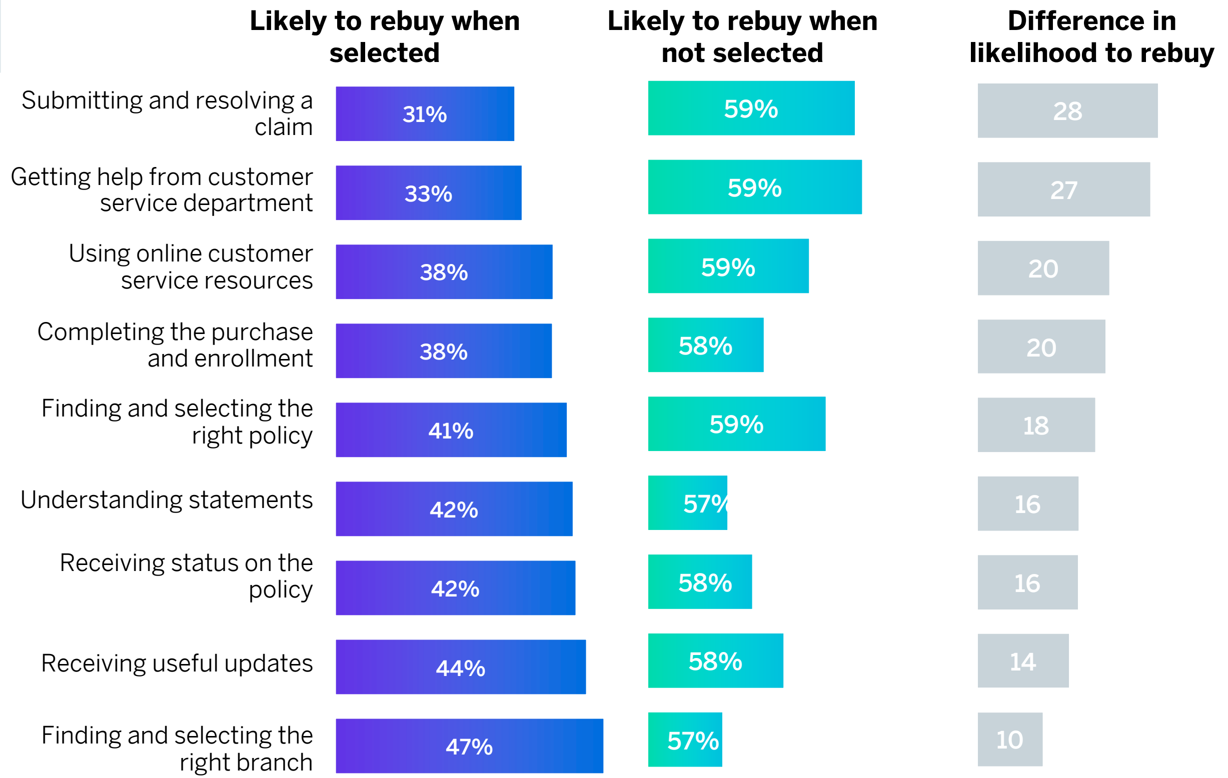
+ Consumers that say *submitting and resolving a claim* is a broken journey are 28 points less likely to rebuy compared to those that didn't say so.

+ *Finding and selecting the right branch* is the journey that, when broken, has the least impact on an insurance consumer's likelihood to rebuy.

ABOUT

These charts show consumers' likelihood to rebuy from an insurer when they say each journey needs improvement, when they say each journey is not in need of improvement, and the difference between those two metrics.

Difference in likelihood to rebuy when consumers identify an insurance journey that needs improvement



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

Problematic Journeys: Investment Firms

Qualtrics XM institute™

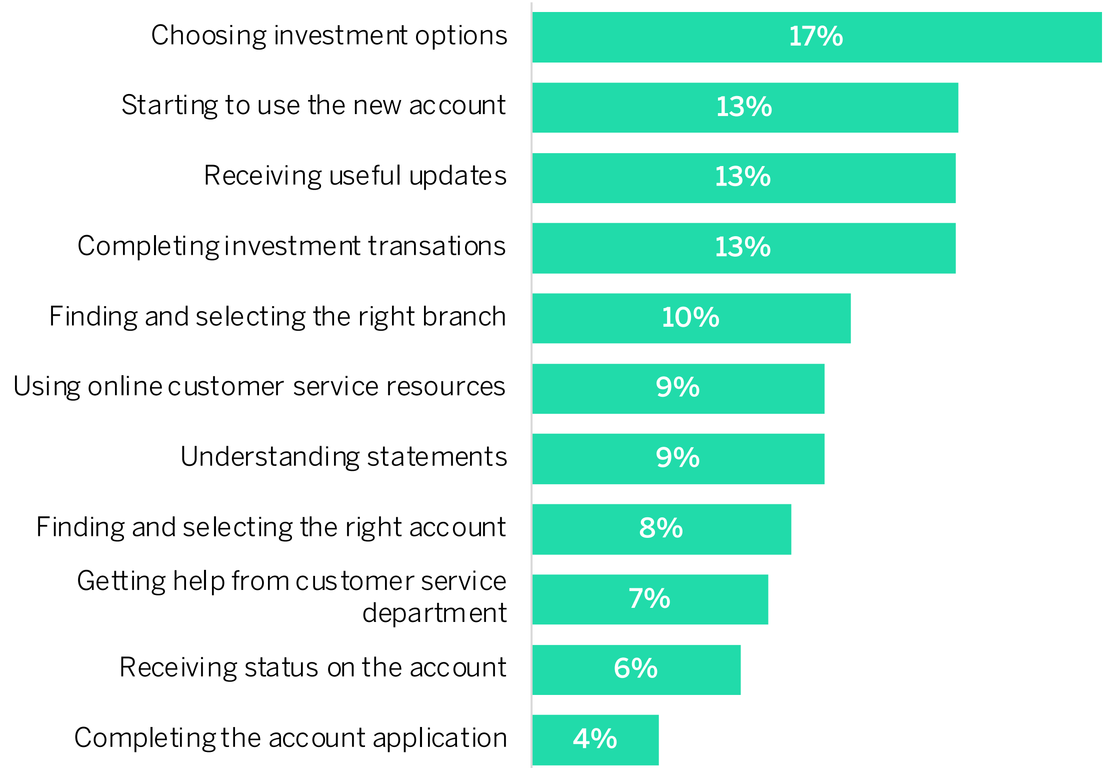
KEY TAKEAWAYS

+ The journey that investment firm clients most want to see improved is *choosing investment options*, with 17% saying this journey is broken.
+ The journey the fewest consumers think needs improvement is *completing the account application*.

ABOUT

This chart shows the percentage of consumers that think each interaction with a specific investment firm needs to be improved, aggregated across all investment companies included in the analysis.

Thinking of your interactions with [an investment firm], which of these experiences most needs to be improved?
(Select up to two options)



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

How Journeys Impact Rebuying: Investment Firms

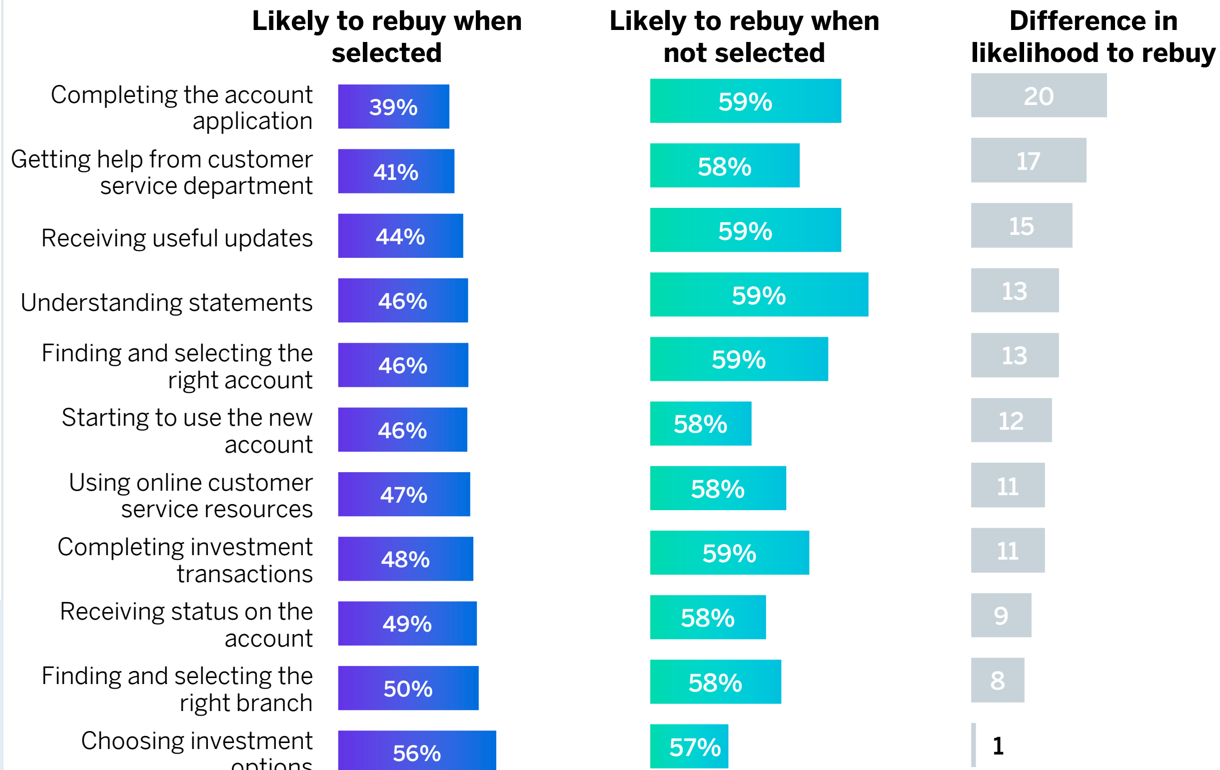
KEY TAKEAWAYS

- When none of these journeys are identified as broken, 80% of consumers say they are likely to rebuy from the investment firm. When one or more journey needs improvement, 45% of consumers are likely to rebuy.
- Consumers that say *completing the account application* is a broken journey are 20 points less likely to rebuy compared to those that didn't say so.
- *Choosing the right investment options* is the journey that, when broken, has the least impact on an investment consumer's likelihood to rebuy.

ABOUT

These charts show consumers' likelihood to rebuy from an investment firm when they say each journey needs improvement, when they say each journey is not in need of improvement, and the difference between those two metrics.

NPS difference when consumers identify an investment journey that needs improvement



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

Problematic Journeys: Parcel Delivery Services

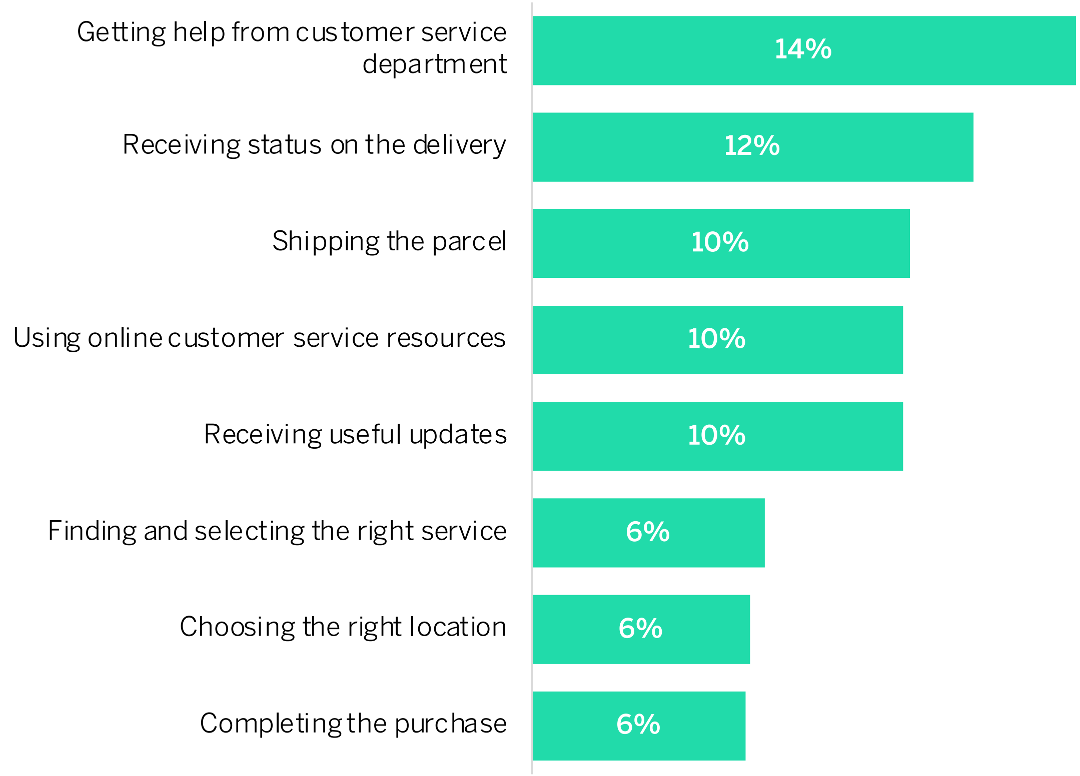
KEY TAKEAWAYS

+ The journey that parcel delivery customers most want to see improved is *getting help from the customer service department*, with 14% saying this journey is broken.
+ The journey the fewest consumers think needs improvement is *completing the purchase*.

ABOUT

This chart shows the percentage of consumers that think each interaction with a specific parcel delivery service needs to be improved, aggregated across all investment companies included in the analysis.

Thinking of your interactions with [a parcel delivery service], which of these experiences most needs to be improved?
(Select up to two options)



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

How Journeys Impact Rebuying: Parcel Delivery Services

Qualtrics XM institute™

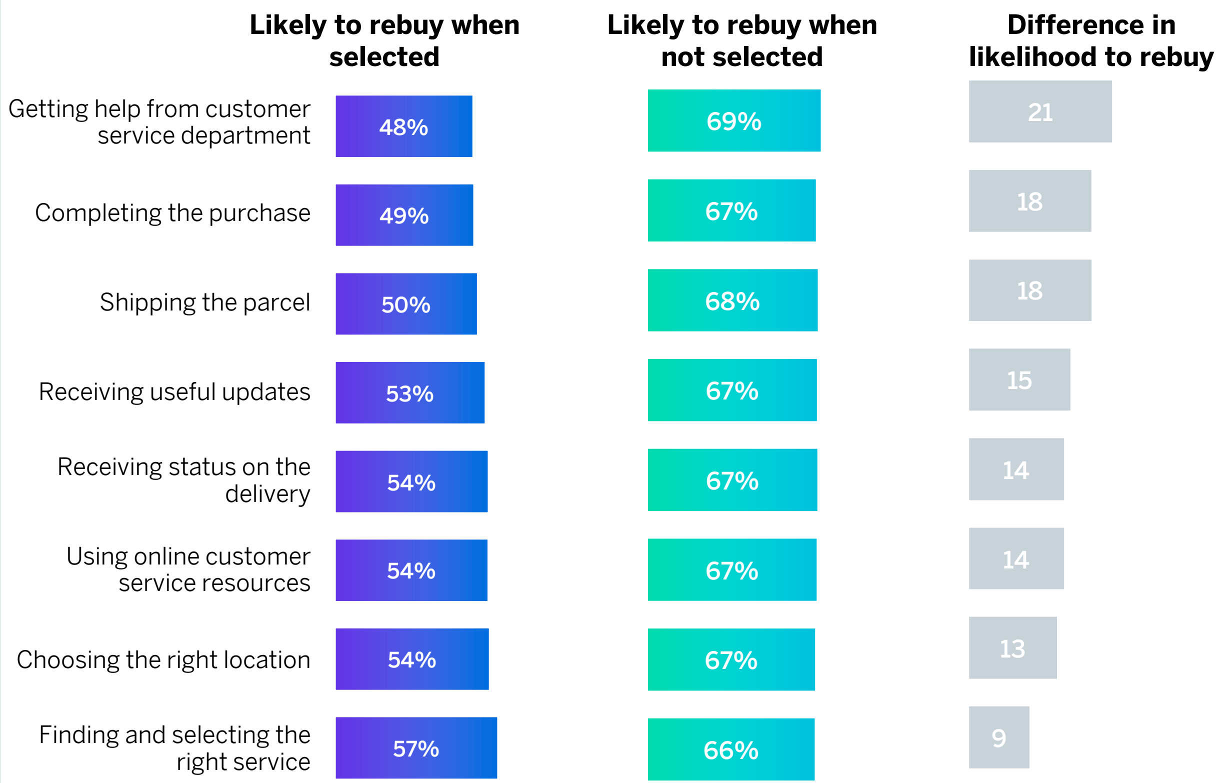
KEY TAKEAWAYS

+ When none of these journeys are identified as broken, 77% of consumers say they are likely to rebuy from the parcel delivery service. When one or more journey needs improvement, 54% of consumers are likely to rebuy.
+ Consumers that say *getting help from the customer service department* is a broken journey are 21 points less likely to rebuy compared to those that didn't say so.
+ *Finding and selecting the right service* is the journey that, when broken, has the least impact on a parcel delivery consumer's likelihood to rebuy.

ABOUT

These charts show consumers' likelihood to rebuy from a parcel delivery service when they say each journey needs improvement, when they say each journey is not in need of improvement, and the difference between those two metrics.

NPS difference when consumers identify a parcel delivery journey that needs improvement



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

Problematic Journeys: Retail

Qualtrics XM institute™

KEY TAKEAWAYS

+ The journey that retail customers most want to see improved is *finding and selecting the right product*, with 12% saying this journey is broken.
+ The journey the fewest consumers think needs improvement is *receiving status on the order*.

ABOUT

This chart shows the percentage of consumers that think each interaction with a specific retailer needs to be improved, aggregated across all retail companies included in the analysis.

Thinking of your interactions with [a retailer], which of these experiences most needs to be improved?
(Select up to two options)

Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

How Journeys Impact Rebuying: Retail

Qualtrics XM institute™

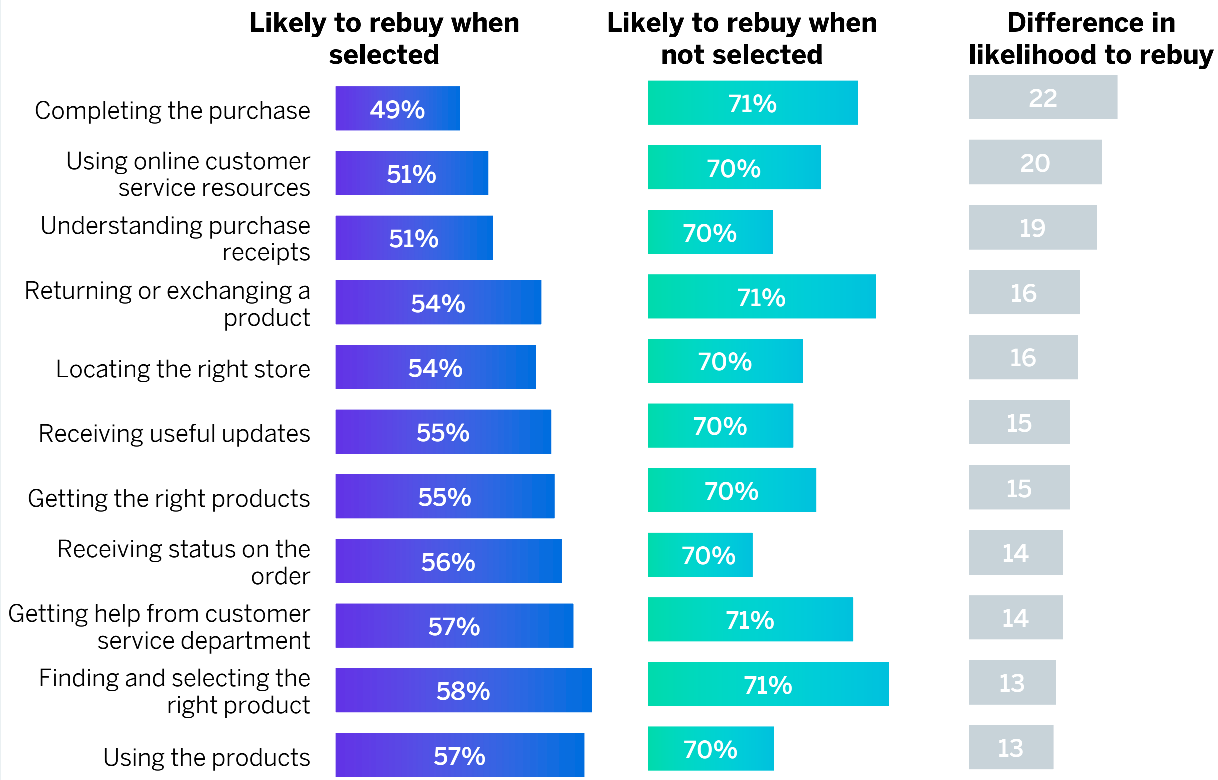
KEY TAKEAWAYS

- When none of these journeys are identified as broken, 80% of consumers say they are likely to rebuy from the retailers. When one or more journey needs improvement, 56% of consumers are likely to rebuy.
- Consumers that say *completing the purchase* is a broken journey are 22 points less likely to rebuy compared to those that didn't say so.
- *Using the products* is the journey that, when broken, has the least impact on a retail consumer's likelihood to rebuy.

ABOUT

These charts show consumers' likelihood to rebuy from a retailer when they say each journey needs improvement, when they say each journey is not in need of improvement, and the difference between those two metrics.

NPS difference when consumers identify a retailer journey that needs improvement



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

Problematic Journeys: Software

Qualtrics XM institute™

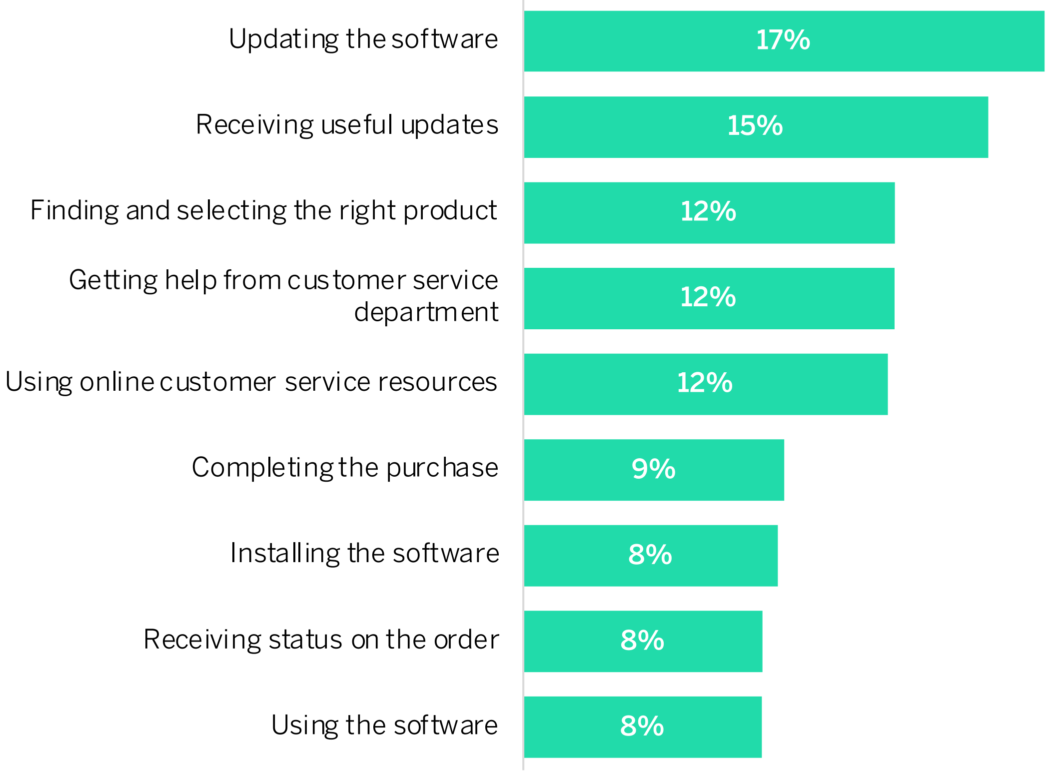
KEY TAKEAWAYS

+ The journey that software consumers most want to see improved is *updating the software*, with 17% saying this journey is broken.
+ The journey the fewest consumers think needs improvement is *using the software.*

ABOUT

This chart shows the percentage of consumers that think each interaction with a specific software firm needs to be improved, aggregated across all software companies included in the analysis.

Thinking of your interactions with [a software firm], which of these experiences most needs to be improved?
(Select up to two options)



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

How Journeys Impact Rebuying: Software

Qualtrics XM institute™

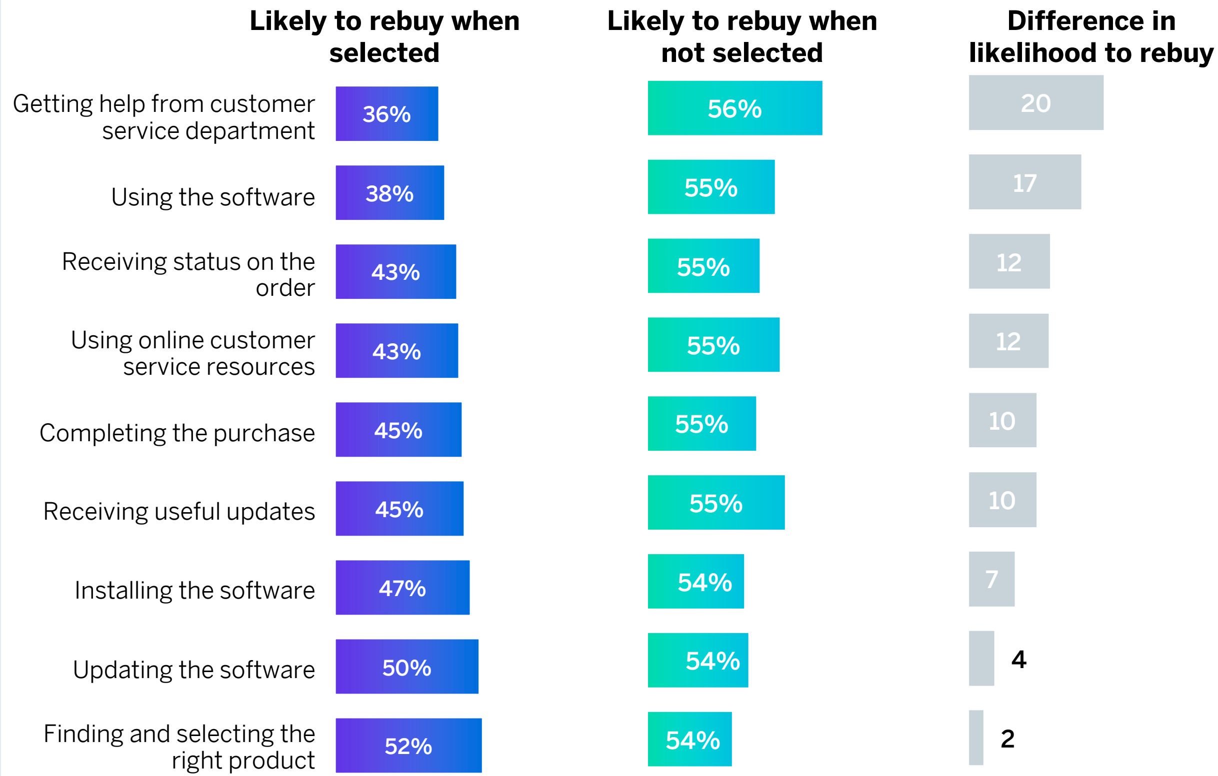
KEY TAKEAWAYS

- When none of these journeys are identified as broken, 69% of consumers say they are likely to rebuy from the software company. When one or more journey needs improvement, 45% of consumers are likely to rebuy.
- Consumers that say *getting help from the customer service department* is a broken journey are 20 points less likely to rebuy compared to those that didn't say so.
- *Finding and selecting the right product* is the journey that, when broken, has the least impact on a software consumer's likelihood to rebuy.

ABOUT

These charts show consumers' likelihood to rebuy from a software company when they say each journey needs improvement, when they say each journey is not in need of improvement, and the difference between those two metrics.

NPS difference when consumers identify a software journey that needs improvement



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

Problematic Journeys: Social Media

Qualtrics XM institute™

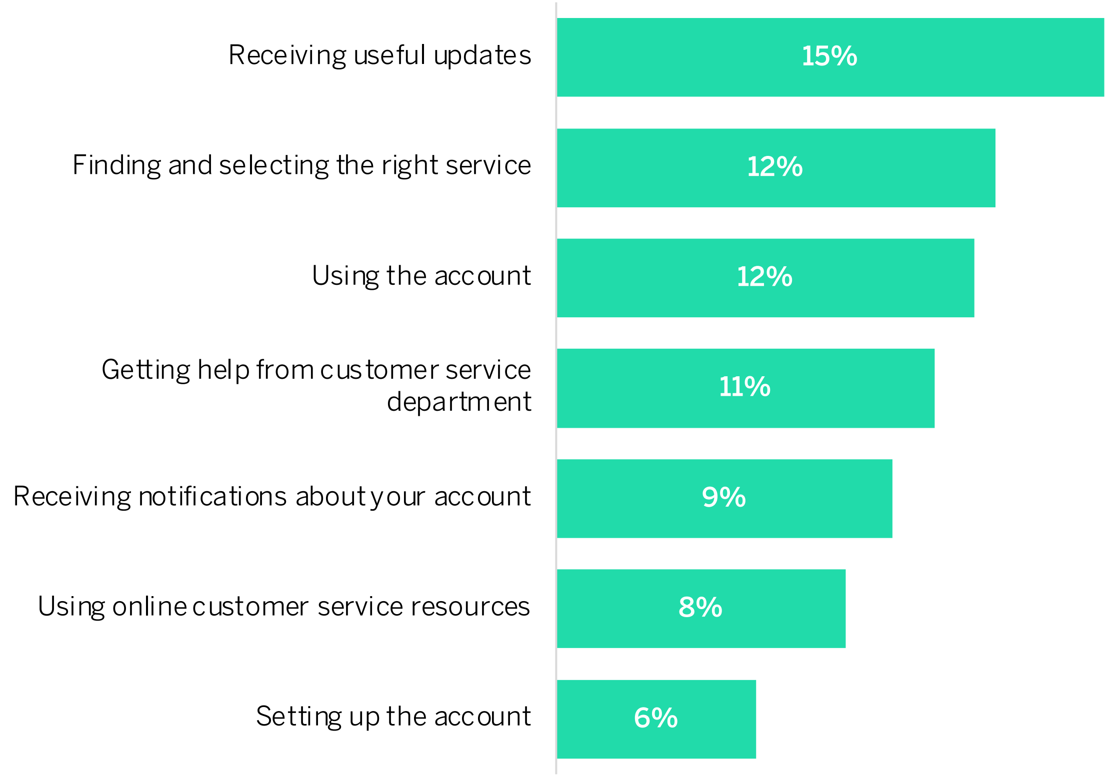
KEY TAKEAWAYS

+ The journey that social media platform users most want to see improved is *receiving useful updates*, with 15% saying this journey is broken.
+ The journey the fewest consumers think needs improvement is *setting up the account*.

ABOUT

This chart shows the percentage of consumers that think each interaction with a specific social media company needs to be improved, aggregated across all social media companies included in the analysis.

Thinking of your interactions with [a social media platform], which of these experiences most needs to be improved?
(Select up to two options)



Base: 9,055 US consumers
Source: Qualtrics XM Institute Q3 US Benchmark Study

How Journeys Impact Rebuying: Social Media

Qualtrics XM institute™

KEY TAKEAWAYS

+ When none of these journeys are identified as broken, 62% of consumers say they are likely to rebuy from the social media site. When one or more journey needs improvement, 46% of users are likely to rebuy.

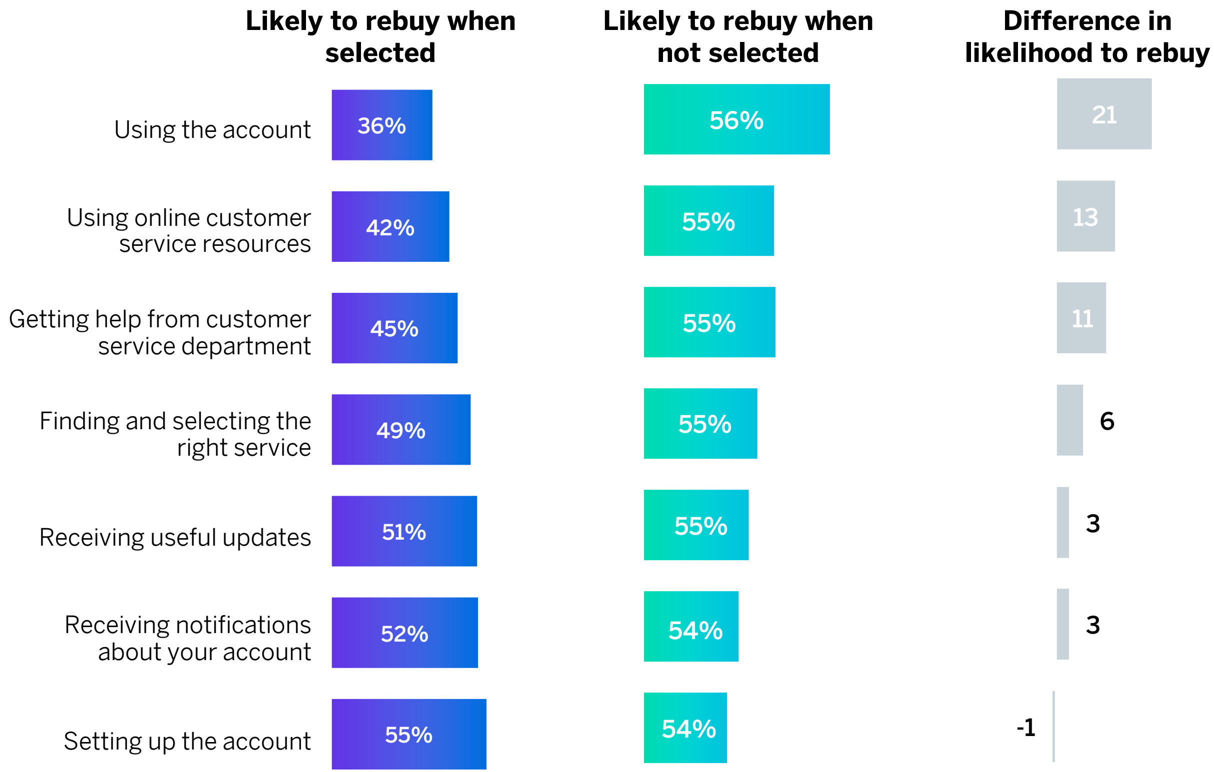
+ Consumers that say *using the account* is a broken journey are 21 points less likely to rebuy compared to those that didn't say so.

+ *Setting up the account* is the journey that, when broken, has the least impact on a social media user's likelihood to rebuy.

ABOUT

These charts show consumers' likelihood to rebuy from a social media platform when they say each journey needs improvement, when they say each journey is not in need of improvement, and the difference between those two metrics.

NPS difference when consumers identify a social media journey that needs improvement



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

Problematic Journeys: Streaming Media

Qualtrics XM institute™

KEY TAKEAWAYS

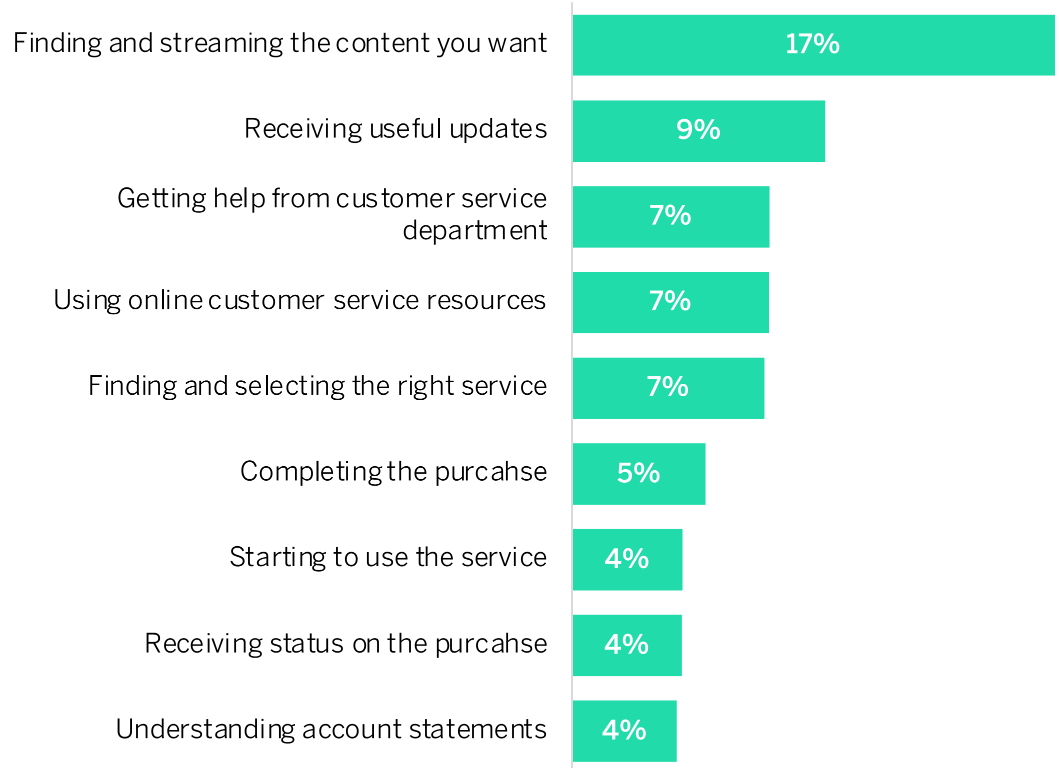
+ The journey that streaming media consumers most want to see improved is *finding and streaming the content you want*, with 17% saying this journey is broken.

+ The journey the fewest consumers think needs improvement is *understanding account statements*.

ABOUT

This chart shows the percentage of consumers that think each interaction with a specific streaming media service needs to be improved, aggregated across all streaming companies included in the analysis.

Thinking of your interactions with [a streaming media service], which of these experiences most needs to be improved?
(Select up to two options)



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

How Journeys Impact Rebuying: Streaming Media

KEY TAKEAWAYS

+ When none of these journeys are identified as broken, 70% of consumers say they are likely to rebuy from the streaming media service. When one or more journey needs improvement, 48% of consumers are likely to rebuy.

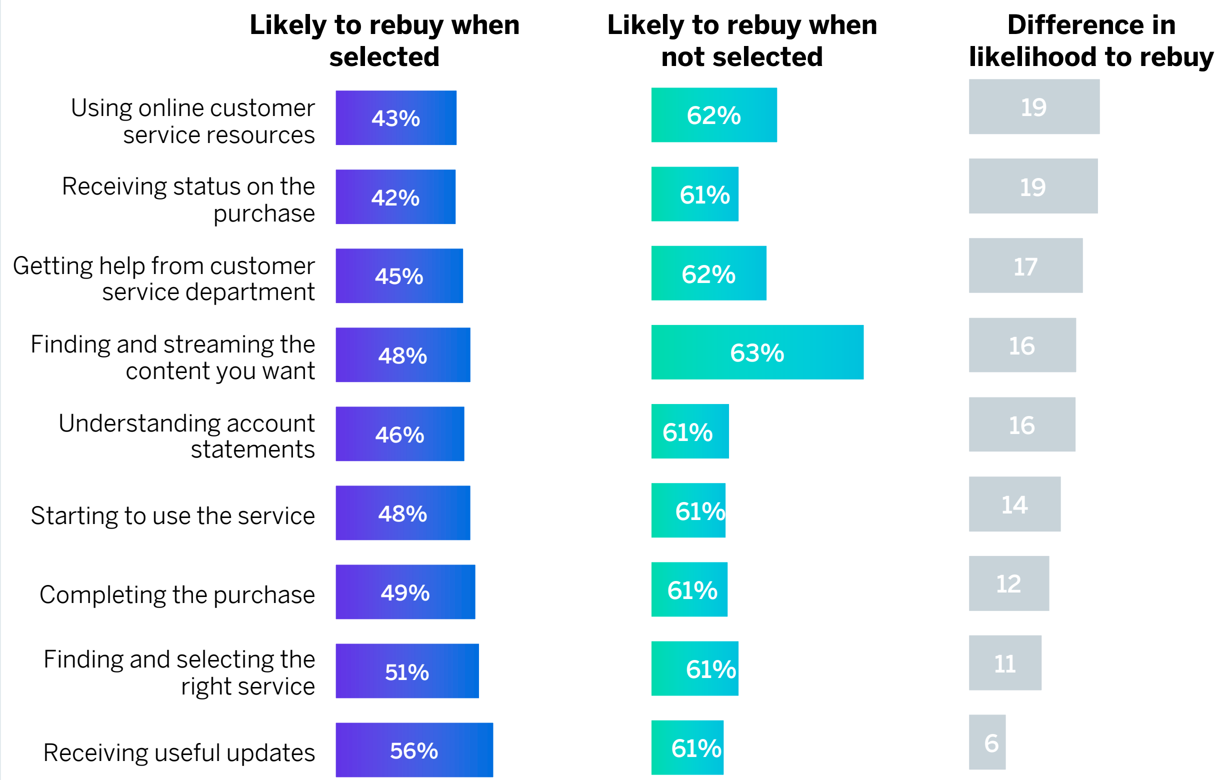
+ Consumers that say *using online customer service resources* is a broken journey are 19 points less likely to rebuy compared to those that didn't say so.

+ *Receiving useful updates* is the journey that, when broken, has the least impact on a streaming media consumer's likelihood to rebuy.

ABOUT

These charts show consumers' likelihood to rebuy from a streaming media platform when they say each journey needs improvement, when they say each journey is not in need of improvement, and the difference between those two metrics.

NPS difference when consumers identify a streaming media journey that needs improvement



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

Problematic Journeys: TV/Internet Service Provider

Qualtrics XM institute™

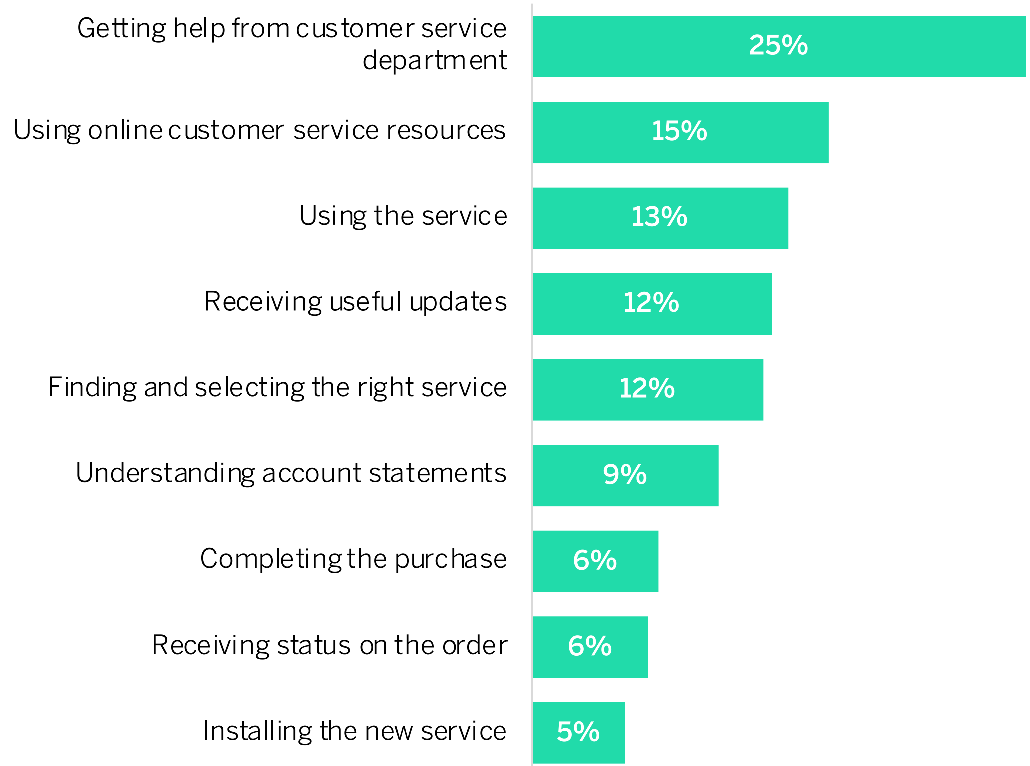
KEY TAKEAWAYS

+ The journey that TV/internet service provider consumers most want to see improved is *getting help from the customer service department*, with 25% saying this journey is broken.
+ The journey the fewest consumers think needs improvement is *installing the new service*.

ABOUT

This chart shows the percentage of consumers that think each interaction with a specific TV/internet service provider needs to be improved, aggregated across all TV/internet service companies included in the analysis.

Thinking of your interactions with [a TV/internet service provider], which of these experiences most needs to be improved?
(Select up to two options)



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

How Journeys Impact Rebuying: TV/Internet Service Provider

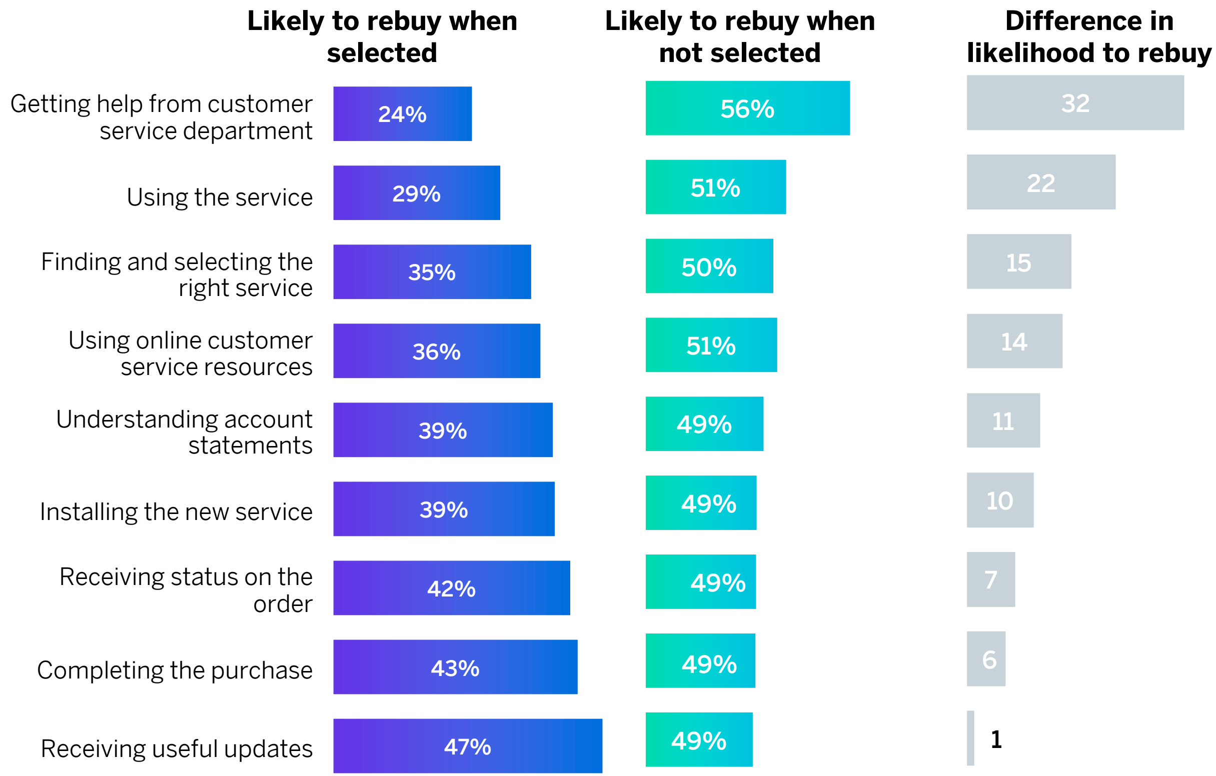
KEY TAKEAWAYS

- When none of these journeys are identified as broken, 71% of consumers say they are likely to rebuy from the TV/internet service. When one or more journey needs improvement, 36% of consumers are likely to rebuy.
- Consumers that say *getting help from the customer service department* is a broken journey are 32 points less likely to rebuy compared to those that didn't say so.
- *Receiving useful updates* is the journey that, when broken, has the least impact on a TV/internet service consumer's likelihood to rebuy.

ABOUT

These charts show consumers' likelihood to rebuy from a TV/ internet service provider when they say each journey needs improvement, when they say each journey is not in need of improvement, and the difference between those two metrics.

NPS difference when consumers identify a TV/internet service journey that needs improvement



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

Problematic Journeys: Utilities

Qualtrics XM institute™

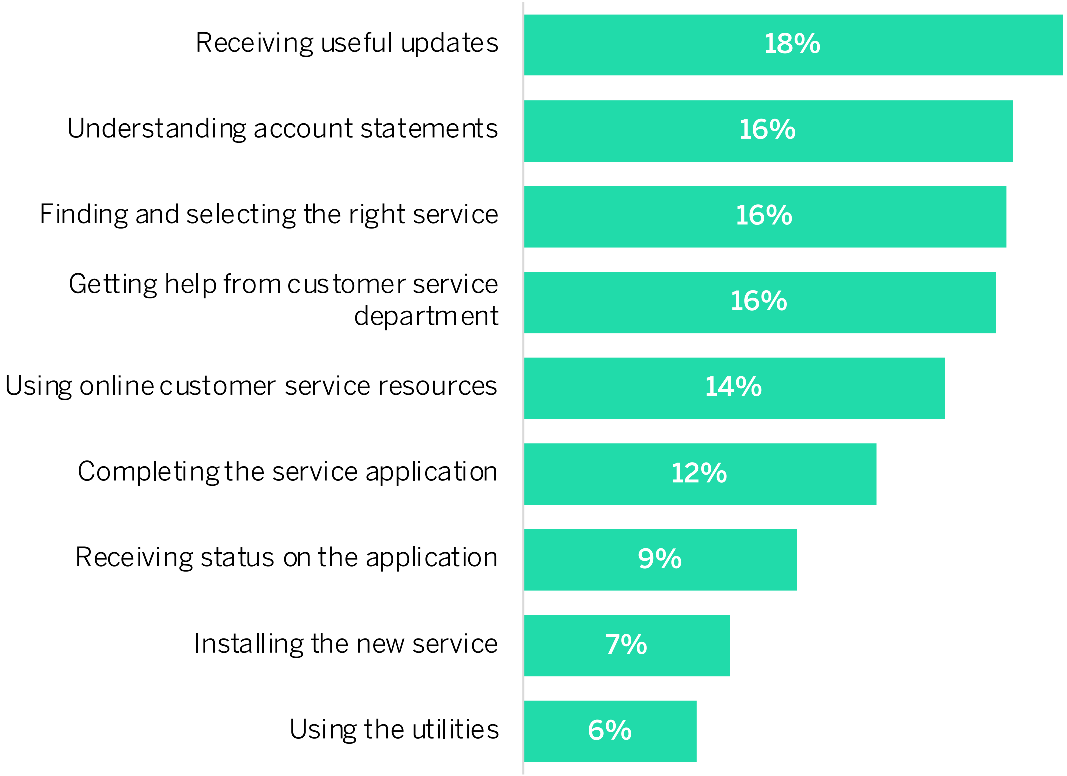
KEY TAKEAWAYS

+ The journey utilities users most want to see improved is *receiving useful updates*, with 18% saying this journey is broken.
+ The journey the fewest consumers think needs improvement is *using the utilities*.

ABOUT

This chart shows the percentage of consumers that think each interaction with a specific utilities company needs to be improved, aggregated across all utilities companies included in the analysis.

Thinking of your interactions with [a utilities company], which of these experiences most needs to be improved?
(Select up to two options)



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

How Journeys Impact Rebuying: Utilities

Qualtrics XM institute™

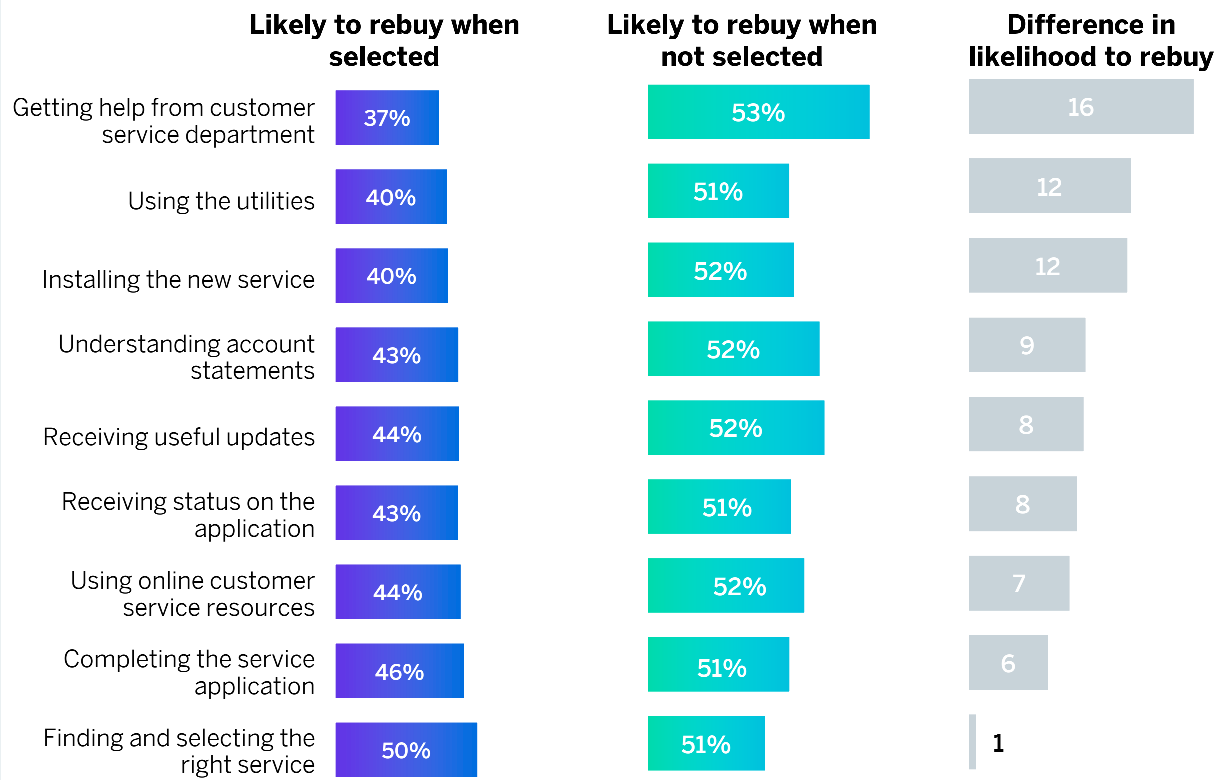
KEY TAKEAWAYS

+ When none of these journeys are identified as broken, 68% of consumers say they are likely to rebuy from the utilities service. When one or more journey needs improvement, 43% of consumers are likely to rebuy.
+ Consumers that say *getting help from the customer service department* is a broken journey are 16 points less likely to rebuy compared to those that didn't say so.
+ *Finding and selecting the right service* is the journey that, when broken, has the least impact on a utility consumer's likelihood to rebuy.

ABOUT

These charts show consumers' likelihood to rebuy from a utilities provider when they say each journey needs improvement, when they say each journey is not in need of improvement, and the difference between those two metrics.

NPS difference when consumers identify a utilities journey that needs improvement



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

Problematic Journeys: Wireless

Qualtrics XM institute™

KEY TAKEAWAYS

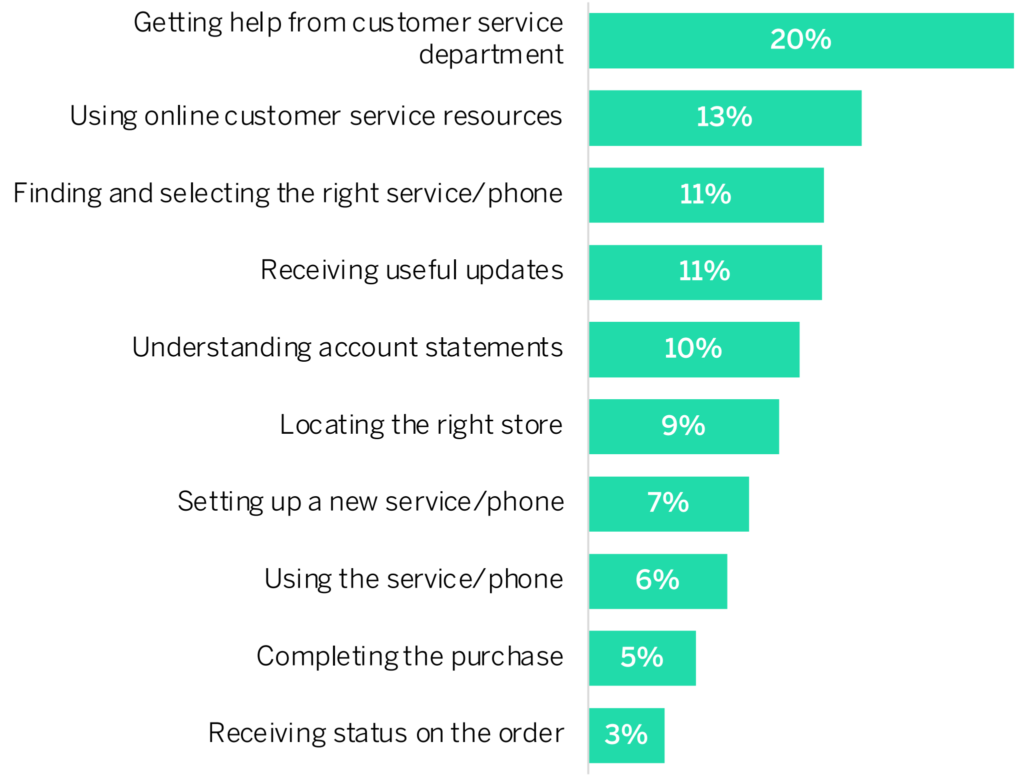
+ The journey wireless users most want to see improved is *getting help from the customer service department*, with 20% saying this journey is broken.

+ The journey the fewest consumers think needs improvement is *receiving status on the order*.

ABOUT

This chart shows the percentage of consumers that think each interaction with a specific wireless company needs to be improved, aggregated across all wireless companies included in the analysis.

Thinking of your interactions with [a wireless company], which of these experiences most needs to be improved?
(Select up to two options)



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

How Journeys Impact Rebuying: Wireless

Qualtrics XM institute™

KEY TAKEAWAYS

+ When none of these journeys are identified as broken, 74% of consumers say they are likely to rebuy from the wireless service. When one or more journey needs improvement, 49% of consumers are likely to rebuy.

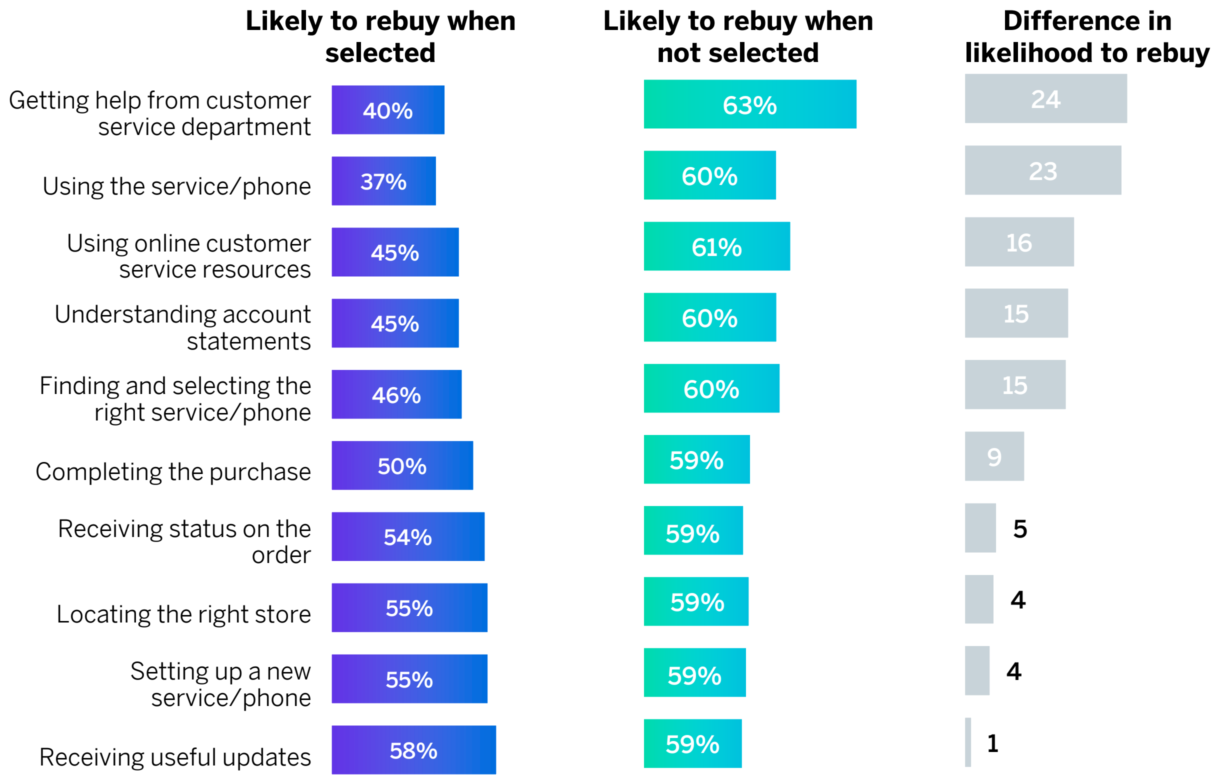
+ Consumers that say *getting help from the customer service department* is a broken journey are 24 points less likely to rebuy compared to those that didn't say so.

+ *Receiving useful updates* is the journey that, when broken, has the least impact on a wireless consumer's likelihood to rebuy.

ABOUT

These charts show consumers' likelihood to rebuy from a wireless provider when they say each journey needs improvement, when they say each journey is not in need of improvement, and the difference between those two metrics.

NPS difference when consumers identify a wireless journey that needs improvement



Base: 10,000 US consumers
Source: Qualtrics XM Institute Q3 2022 US Benchmark Study

Methodology

Qualtrics XM institute™

DATA CALCULATION

Figure 1 is the top journey from each industry as calculated for Figures, 3, 5, etc., and **Figure 2** is the top journey from each industry with the biggest difference as calculated for Figures 4, 6, etc.

In **Figures 3, 5, 7, 9, 11, 13, 15, 17, 19, 21, 23, 25, 27, 29, 31, 33, 35, 37, 39, 41, 43,** and **45**, we calculated the chart by taking the total number of consumers that identified that journey as needing improvement for all qualifying companies within each industry and dividing it by the total number of respondents for all qualifying companies in each industry. A qualifying company had 100+ respondents that recently interacted with that company.

In **Figures 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44,** and **46**, we derived the 'likelihood to rebuy' scores for the first chart by taking the total number of consumers likely to rebuy (6 or 7) and consumers unlikely to rebuy (1, 2, or 3) that selected each journey for improvement for all qualifying companies within each industry and finding the net likelihood to rebuy (subtracting the percentage unlikely to rebuy from that likely to rebuy.)

We calculated the second chart by taking the total number of consumers likely to rebuy and unlikely to rebuy that didn't select each journey for improvement for all qualifying companies within each industry and finding the net likelihood to rebuy.

We calculated the difference chart by subtracting the net likelihood to rebuy for those that did select each journey for improvement from the net likelihood to rebuy for those that did not select that journey for improvement.

We calculated the net likelihood to rebuy for consumers who thought none of the journeys needed improvement by using an exclusive 'none of these need improvement' option in place of the journey and calculating the net likelihood to rebuy as was done for the first chart.

Please note that graphic scales may vary from figure to figure to show data spread details.

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