

Customer experience beats corporate values as a purchase driver

Article

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Nearly all consumers worldwide consider how well a company treats its customers before buying from it. In addition, **85%** of consumers are swayed by the way it treats employees, and **78%** view environmental practices as a purchase driver.

Beyond the chart: Nearly **half** of consumers worldwide recently switched brands for better customer service, making it the top reason after better deals and product quality. While many consumers said they care about a company’s stance on environmental, economic, and social issues, it may not actually be driving spend—only **27%** recently switched brands for better alignment with their values.

Factors that Influence* Their Decision to Buy from a Company According to Consumers Worldwide, Feb 2022

% of respondents



Note: ages 10-58, *greatly and somewhat influence

Source: Salesforce, "Fifth Edition State of the Connected Customer," May 13, 2022

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