Customer experience beats corporate values as a purchase driver

Article



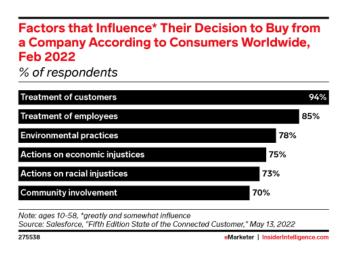
For more insights and key statistics on the biggest trends in today's most disruptive industries, subscribe to our Chart of the Day newsletter.

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.



More like this

- Report: Spotlight: Unlocking the Power of NPS
- Article: Retailers look for innovative ways to reduce returns and their environmental impact
- Article: Retailers adopt gamification, personalization, and other tactics to reinforce customer loyalty

