

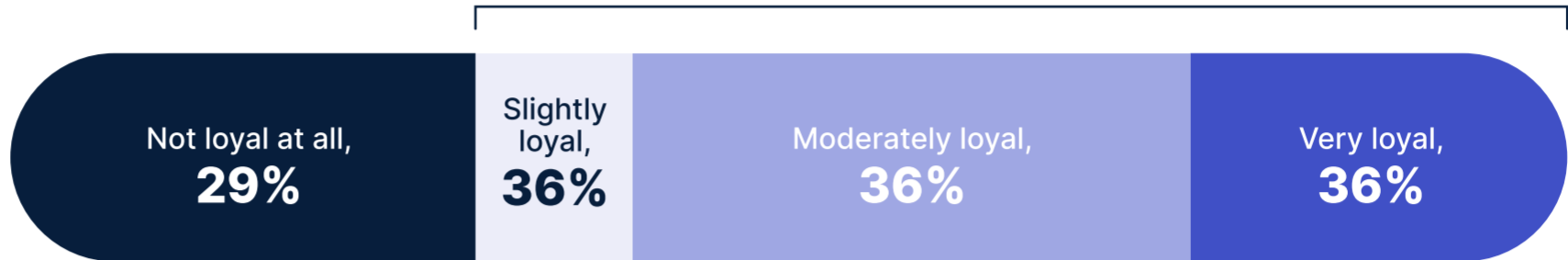
How Loyal Are Your Customers, Really?

New research reveals shocking facts, common missteps, and how to keep customers hooked



Loyalty isn't one-size-fits-all. Customers feel it in varying levels of intensity.

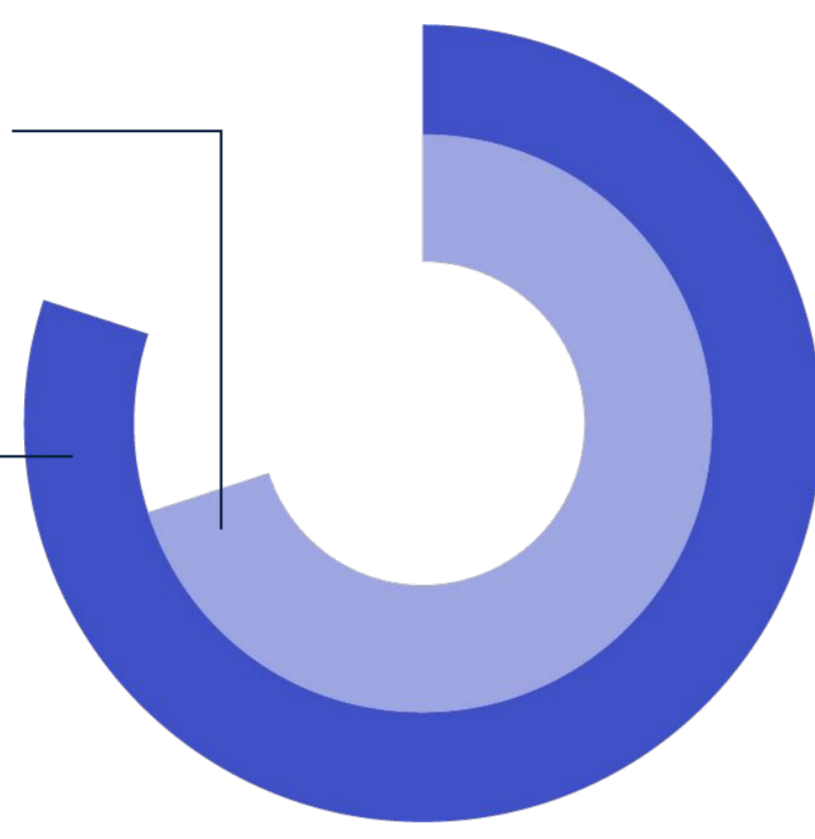
71% of a company's customers have some feeling of loyalty, but only a fraction feel very loyal



A great experience beats a discount any day.

70% of customers feel more loyal to brands when they have lower prices than their competitors do.

80% of customers feel more loyal to brands when they deliver a better experience than their competitors do.



How you treat your team matters — big time.

2.7X

Customers are 2.7X more likely to feel loyal when brands seem to care about their employees.

One "wow" moment can really seal the deal.

It only takes one great experience for a customer to do the following:



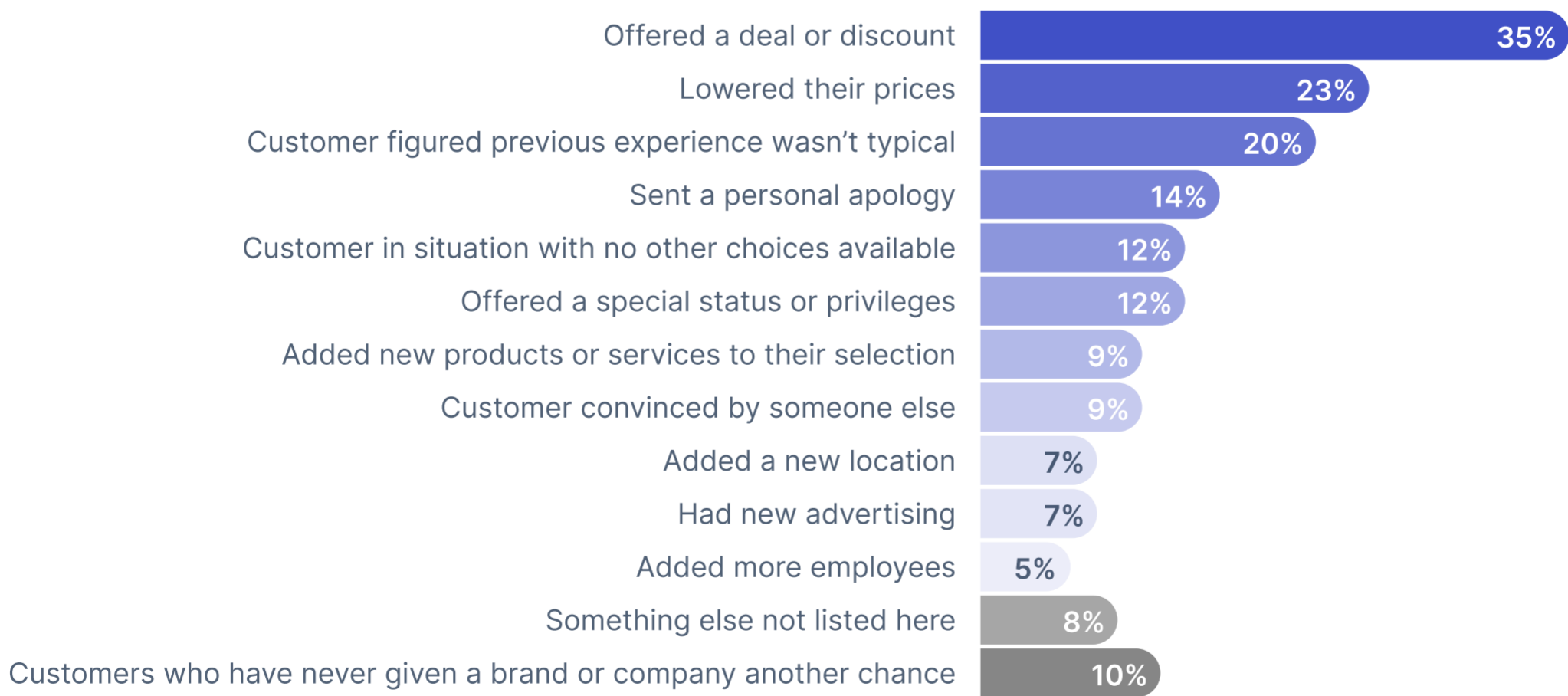
... but one bad slip may be a deal-breaker.

1 in 8

customers will abandon a brand forever after one poor experience.

The upside: redemption is possible!

How companies get customers to give them a second chance



Want to dive deeper into The State of Brand Loyalty? Download the full report for more fascinating findings, expert analysis, and a whole lot of reasons why investing in great customer and employee experiences is a no-brainer.

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