

Please enjoy the Customer Delight knowledge test. (don't hurt your neck when reading the answers 😊)

Test your knowledge about word of mouth, loyalty and share of wallet

Encircle the percentages, and see answers on the next page (careful with your neck).

- | | | | |
|--|--------|--------|--------|
| 1. How many satisfied clients are loyal enough to buy your brand again in 3 years? | 5% | 17% | 31% |
| 2. How many satisfied clients practice positive word of mouth to promote your company to their friends and acquaintances? | 4% | 11% | 26% |
| 3. How many clients consider word of mouth as the most valuable source of information? | 73% | 81% | 92% |
| 4. How many delighted clients recommend your company to their friends and acquaintances? | 63% | 72% | 87% |
| 5. How many delighted clients are loyal enough to buy from you again in 3 years? | 66% | 76% | 86% |
| 6. Delighted customers will commit a higher share of wallet with you – how much more than the average client? | 10-20% | 20-30% | 30-85% |

6 :D

Tatadaa....

Satisfied clients ≠ loyal clients

1. 5% of satisfied customers are loyal. The rest might go elsewhere when they relocate or if their sister takes them on a shopping spree or when having received a promotional flyer.
2. 4% of satisfied customers will practice positive word of mouth. If expectations are met, there is nothing interesting to talk about. "My plane left on time just as I had expected..." doesn't make much of a thrilling conversation.
3. 92% of the clients consider word of mouth as the best source of information (compared to 67% in 1977). A neighbor who says he has received great service by Miele has 5 times more impact than advertising does.
4. 87% of delighted clients recommend your company. Like a soccer fan who talks about a match of his favorite club, a delighted client will talk about the experience he had with you.
5. 86% of delighted clients are loyal. They like to stay with their preferred company and people with whom they are familiar. Delighted clients are less open to alternatives or offers of competitors.
6. Delighted customers will spend 30%-85% more than the average customer. They will order development of a telephone application from IT firm Transcosmos that designed the web site; they will buy clothes at the Zappos site (online sale of shoes); or they will go shopping at Changi Airport before a flight out.



Sources: Dr. Paul Marsden & Alain Samson at the London School of Economics and research of Harris Interactive