

Customer Satisfaction is Synonymous with Customer Loyalty

VOCABULARY WORDS

1. Brand /brænd/ (Noun) a particular company's name or the products they make
Example: The good reputation of brands is correlated with the sales of companies.
2. Enhance /ɛn'hæns/ (Verb) to improve or increase the quality, value, etc. of something
Example: Everyday practice will definitely enhance one's skills.
3. Partner /'pɑ:rtnər/ (Noun) either member of a married or long-term unmarried couple
Example: They are partners for life.
4. Review /rɪ'vju:/ (Noun) a report in which somebody gives their opinion about a book, movie, etc.
Example: The upset customer gave the restaurant a very bad review after her horrible experience.
5. Quality /'kwɑ:lɪti:/ (Noun) how good or bad something is, usually compared to other things
Example: That manufacturer is known for low prices but high quality products.



Are you loyal to the brands you buy? According to a new survey, most US shoppers are not. A OnePoll survey of 2,000 US adults found that 54% of people would stop using a brand after just one bad experience, with the top reason for changing brands being old or incorrect online product information. The survey also found that 58% of participants had recently stopped buying from a brand they used to love, and started buying from a different company.

Although seven in 10 participants said they were still loyal to the brands they used growing up, 47% said they were attracted to brands that had enhanced product experiences, such as online communities and how-to videos. When deciding on a brand to buy, 39% said

they listen to their partner. Thirty-one percent listen to reviews, 30% listen to celebrities, and 29% listen to influencers.

Participants also said quality was most important when buying from a brand, with price being second most important. When people thought of high quality, they most thought of Apple — and when they thought of good prices, they most thought of Amazon. But participants said there were other ways brands could win their loyalty. Remembering a customer's birthday, calling them by name, giving money to charity and helping the local community were all things participants thought were important for companies to do. Past research has found that companies have a 60%-70% chance of selling to customers who have bought from them before — while the chance of selling to a new customer is just 5%-20%, showing the need for businesses to encourage customer loyalty.

DISCUSSION

1. Have you ever stopped using a brand due to a bad experience?
2. Are there any brands that you're loyal to? How long have you been buying them?
3. Who do you tend to listen to when deciding on a brand to buy?
4. What companies do you associate with high quality products?
5. What stores in your country are known for having good prices?