

## Customer Satisfaction and Brands - UK - May 2017

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“Almost all brands can expect a higher proportion of recommendation than satisfaction, suggesting that a certain amount of users are liable to recommend a brand even if it is not thought to have provided a good or excellent experience.”  
– **Richard Hopping, Brand and Household Analyst**

This report looks at the following areas:

- Amazon still leads, many others remain high scorers
- Long-term services brands have bad reputation
- Amazon and Yankee Candle maintain highest scores
- Link between usage and satisfaction is not defined
- Certain brands avoid losing custom despite lower satisfaction
- Some link between exclusivity and satisfaction
- Premium brands means fashion sector streaks ahead on satisfaction
- Technology service providers experience discrepancy
- Travel brands may benefit from lower expectations
- Most brands earn higher proportion of recommendation than satisfaction

The link between usage and satisfaction continues to be blurred, which means that users are not necessarily likely to use a brand any more if they consider it to provide a positive experience. This also extends to lapses in users, whereby brands with higher rates of dissatisfaction are not necessarily more likely to have lost customers in the last year.

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### Brand Satisfaction – High Scorers

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Virgin Holidays, Bosch and Victoria's Secret are new entrants  
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