Customer Satisfaction and Brands - UK - May 2017

Report Price: £2195.00 | $2842.31 | €2608.54

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"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.

BUY THIS REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Customer Satisfaction and Brands - UK - May 2017

Report Price: £2195.00 | $2842.31 | €2608.54

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Customer Satisfaction and Brands - UK - May 2017

Report Price: £2195.00 | $2842.31 | €2608.54   The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

![Mintel logo]

Customer Satisfaction and Brands - UK - May 2017

Report Price: £2195.00 | $2842.31 | €2608.54   The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

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

TripAdvisor represents impact of online travel aggregators

Netflix' focus on exclusive content increases recommendation

Olbas and Google drop out of top rankings

Sector Review – What You Need to Know

Alcoholic drinks more likely to create satisfaction despite lower loyalty

Premium brands help to create high satisfaction in fashion sector

Challenger financial services brands able to compete on satisfaction

Unhealthier treats create excellent reviews from eaters

Retailers with lower usage often create highest satisfaction

Streaming brands make a huge impact on technology service providers

Automotive

Mercedes-Benz encourages the highest satisfaction in automotive sector

Recovery brands less likely to provide excellent experience

Volkswagen yet to return to pre-scandal level of recommendation

Recovery brands offer peace of mind

Beauty and Personal Care

Benefit offers a particularly satisfactory experience in BPC sector

Still a place for function

Youthful, quirky brands may be more divisive

Females potentially more likely to be enthused by BPC brands

Reputation for efficacy can help to prompt recommendation

Drink

Alcoholic drinks more likely to create satisfaction

Rekorderlig and Kopparberg fit the profile of a "great cider"

Premium brands can go above expectations

Fewer alcohol brands rank highly for recommendation

Fashion

Customer Satisfaction and Brands - UK - May 2017

Report Price: £2195.00 | $2842.31 | €2608.54   The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Customer Satisfaction and Brands - UK - May 2017

Report Price: £2195.00 | $2842.31 | €2608.54   The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Customer Satisfaction and Brands - UK - May 2017

Report Price: £2195.00 | $2842.31 | €2608.54   The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Customer Satisfaction and Brands - UK - May 2017

Report Price: £2195.00 | $2842.31 | €2608.54   The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.