



Exploring Consumer Outcomes and the Power of Customer Reviews

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80%

Consumers that say

“It gets good customer reviews”

is a Deal Breaker or Deciding Factor when deciding what bank or credit card brand to buy or use

- *2019 Edelman Trust Barometer Special Report: In Brands We Trust? Q104*

92%

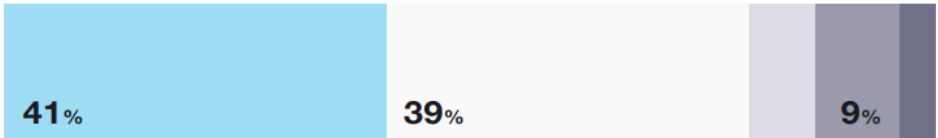
Businesses that say

**“It’s Important, Critical,
or Quite Important to
have Positive Ratings
and Reviews”**

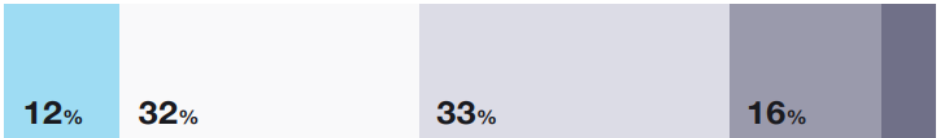
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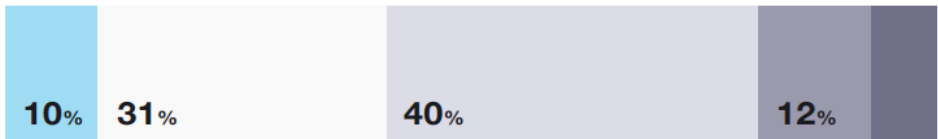
Do you agree or disagree with the following statements?
(Figure 5)



We systematically research the market to understand customer needs and pain points



We find it easy to get our customers to provide ratings and reviews



We find it easy to manage ratings and reviews

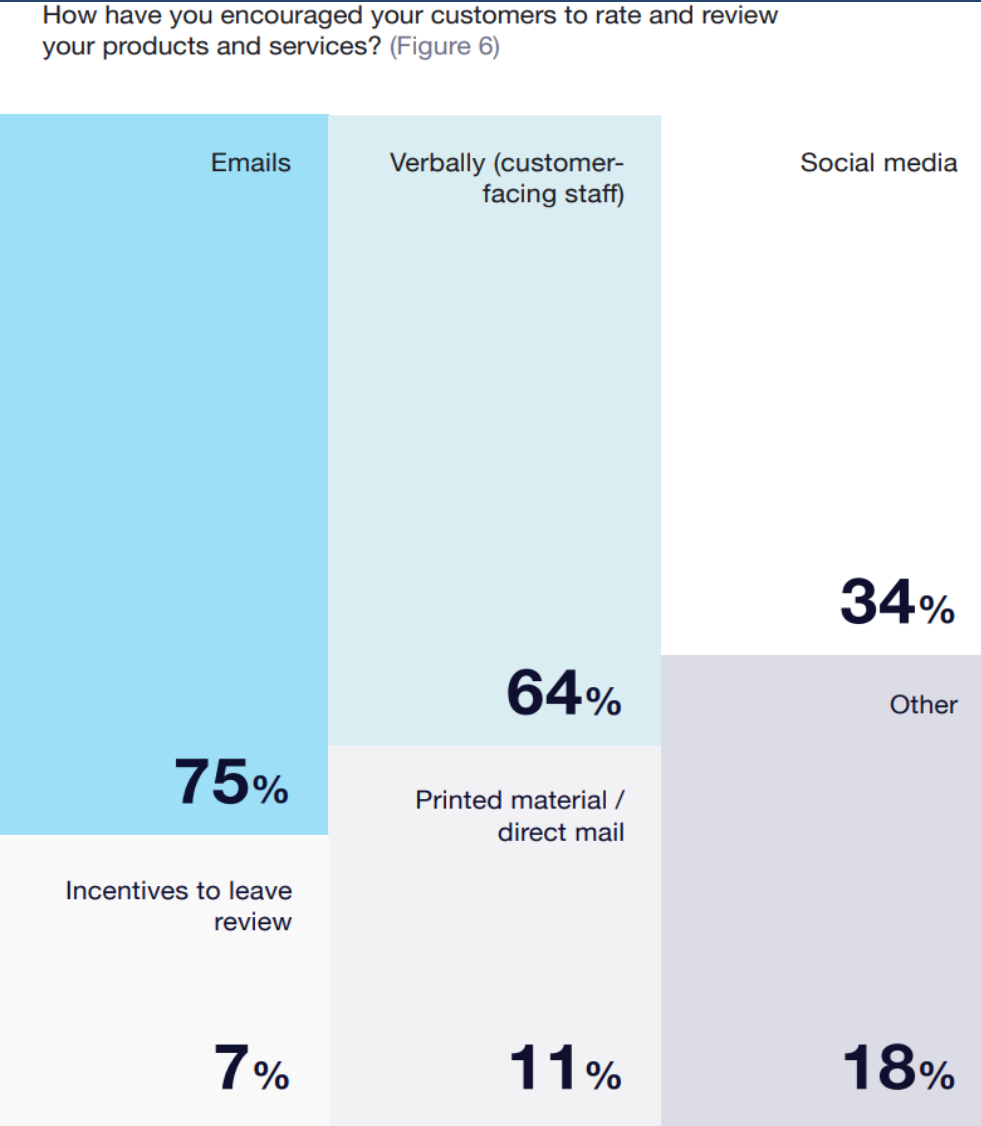
Strongly agree Somewhat disagree
Somewhat agree Neither agree nor disagree Strongly disagree

Businesses find it's much, much
**easier to conduct
customer research than
it is to get and manage
customer reviews and
ratings**

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Businesses try

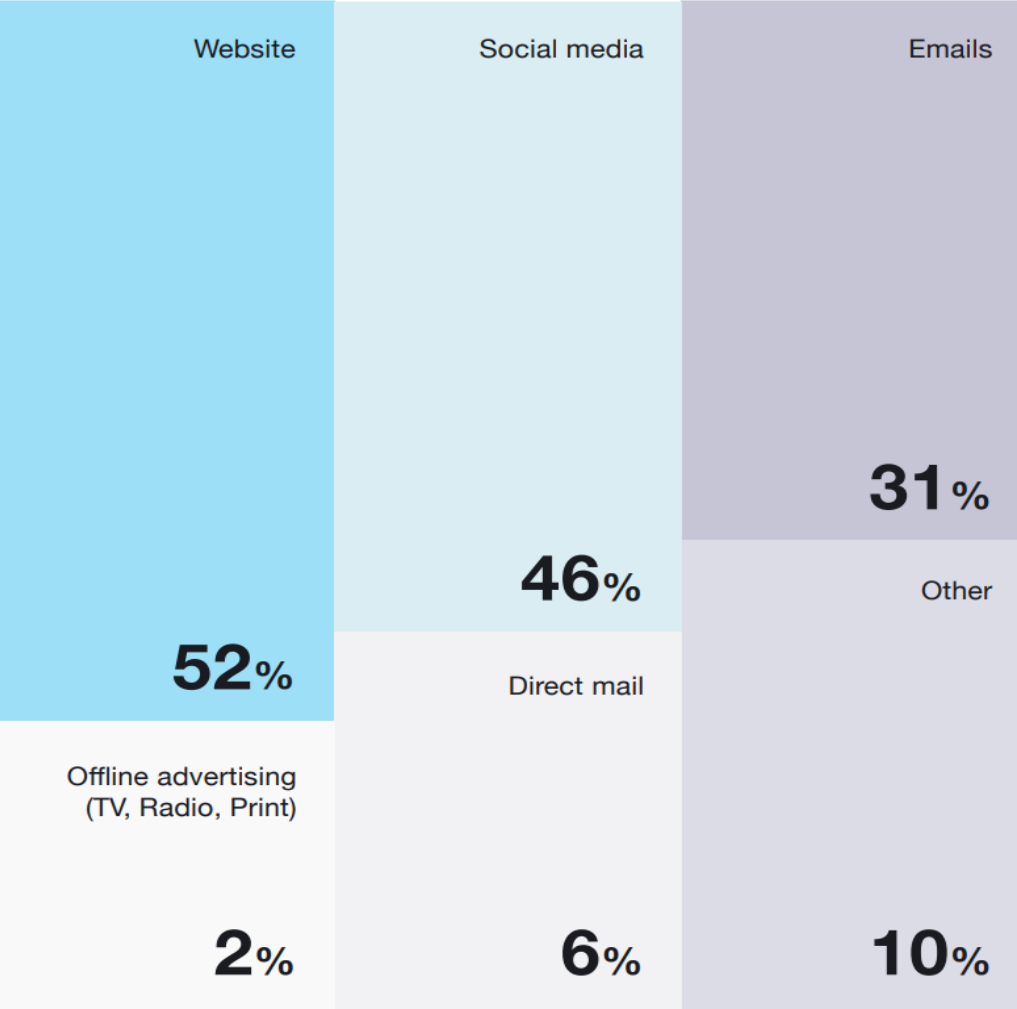
every which way they can to get customers to provide ratings and reviews

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How do you advertise positive ratings and reviews for your products? (Figure 7)



Businesses use their

ratings and reviews in their promotion and advertising

4.9/5

Customer Rating on Trustpilot

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#lend360