

Consumer Buzz

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Getting Consumers to Tell All

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When it comes to sharing personal data, consumers will spill the beans if it means they can get financial incentives or resolve customer service issues, according to a survey conducted by YouGov on behalf of customer experience company [24]7. More than four in 10 (43%) consumers surveyed said they'd share their data to save cash through personalized deals and 39% would do so to get faster customer service resolutions. **GP**