

Consumer Buzz

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The Key to Customer Satisfaction

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Putting consumer needs ahead of business goals results in happy customers. In fact, 56% of those surveyed said a “customer-first marketing” approach was either important or very important to them, according to a survey of 2,400 U.S. consumers from research institute MarketingSherpa. About six in 10 highly satisfied customers believe the company’s marketing they were happy with often or always puts their needs ahead of its own goals. On the flipside, just 16.1% of unsatisfied shoppers said the same. **GP**