



DATA SNAPSHOT

Global Study: Consumer Feedback Channels, 2024

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Executive Summary

KEY FINDINGS IN THIS REPORT

As part of Qualtrics XM Institute's 2023 Global Consumer Study, we asked more than 28,000 consumers if and how they shared their experience following a good or bad interaction with an organization. To understand how consumers' preferred feedback channels have changed since 2021, we compared these results to our findings from the Q1 2021 Global Consumer Study. From our analysis, we found that:

- + **Consumers today are less likely to give companies feedback directly.** After a good experience, 33% of consumers shared feedback directly with a company, a 5.1 percentage-points drop from 2021. The percentage of consumers who shared direct feedback following a poor experience dropped even more, dipping 7.2 percentage points.
- + **People most frequently share feedback with friends and family.** Consumers were most likely to tell friends and family about both a very good (45%) and a very bad (50%) experience, while they are least likely not to tell anyone about the interaction after a good experience (17%).
- + **Consumers share negative feedback through websites and email.** Of the consumers who shared feedback directly with a company after a bad experience, they were most likely to do so by sending an email to the company (45%) followed by submitting feedback on the company's website (43%).
- + **Website surveys skew positive, while emails skew negative.** Consumers are 12 percentage points more likely to submit a survey on the company's website after having a very good experience than they are after a very bad one. Conversely, if they have a bad experience, they are 12 percentage points more likely to send the company an email than after a good experience.

STUDY KEY FACTS

- Global consumer study
- OnLine panel study
- Conducted in Q3 of 2023
- 26 countries
- 28,400 consumers

Global Study: Consumer Feedback Channels, 2024

STUDY OVERVIEW

The data for this report comes from a global consumer study that Qualtrics XM Institute conducted in the third quarter of 2023. Using an online survey, XM Institute collected data from 28,400 consumers across 26 countries/regions: Argentina, Australia, Brazil, Canada, China, Colombia, Finland, France, Germany, Hong Kong (China), India, Indonesia, Italy, Japan, Mexico, the Netherlands, New Zealand, the Philippines, Singapore, South Korea, Spain, Sweden, Thailand, the United Arab Emirates, the United Kingdom, and the United States.

XM Institute surveyed approximately 1,200 consumers from each of the countries except those listed below. To ensure that the data was reflective of the population within those countries, we set quotas for responses to match the gender, age, and income demographics of each country.

The following countries' sample sizes are as follows:

Hong Kong: 400. Finland & New Zealand: 600. Singapore and the UAE: 800.

FIGURES IN THE REPORT

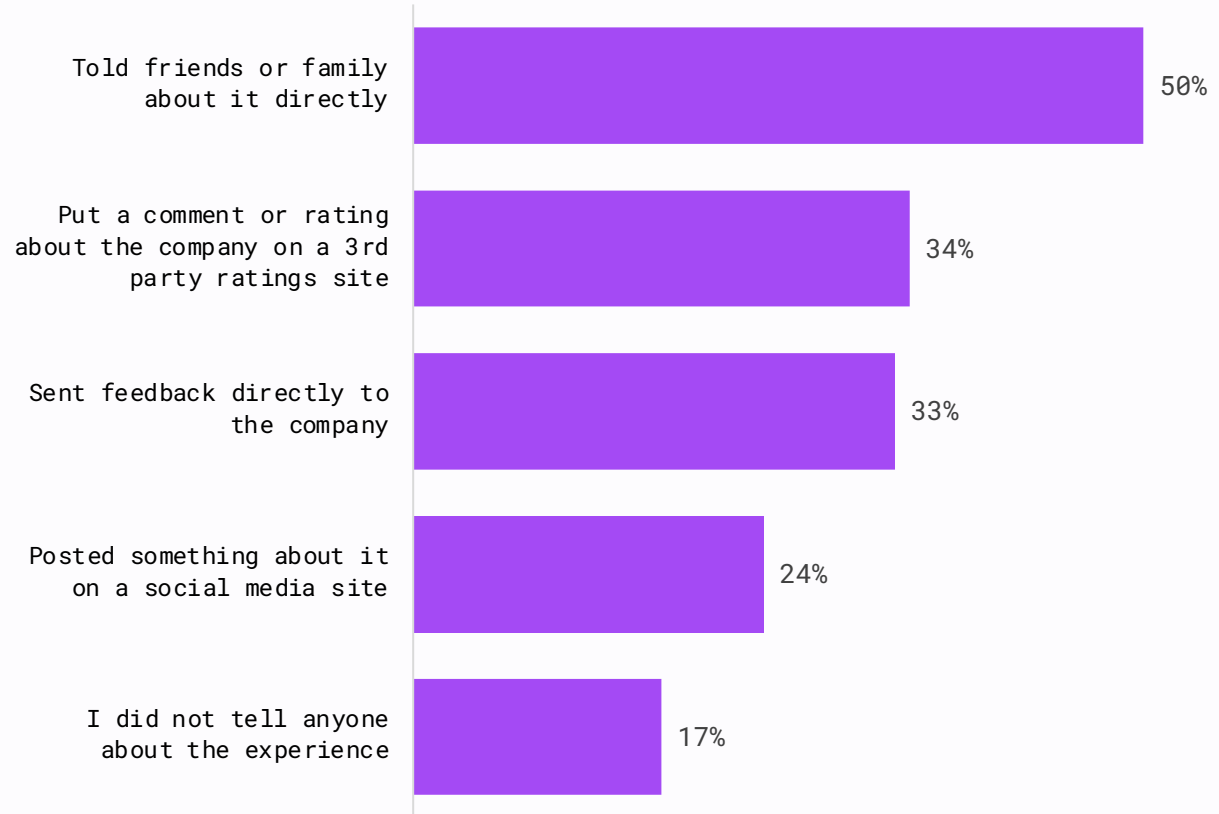
1. Feedback After a Good Experience
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Feedback After a Good Experience

After a very good experience with a company, consumers...

KEY TAKEAWAYS

- + Half of consumers told friends or family after a very good experience, the most frequent feedback activity.
- + Thirty-three percent sent feedback directly to a company after a very good experience.
- + Seventeen percent of consumers did not tell anyone about their experience.



ABOUT

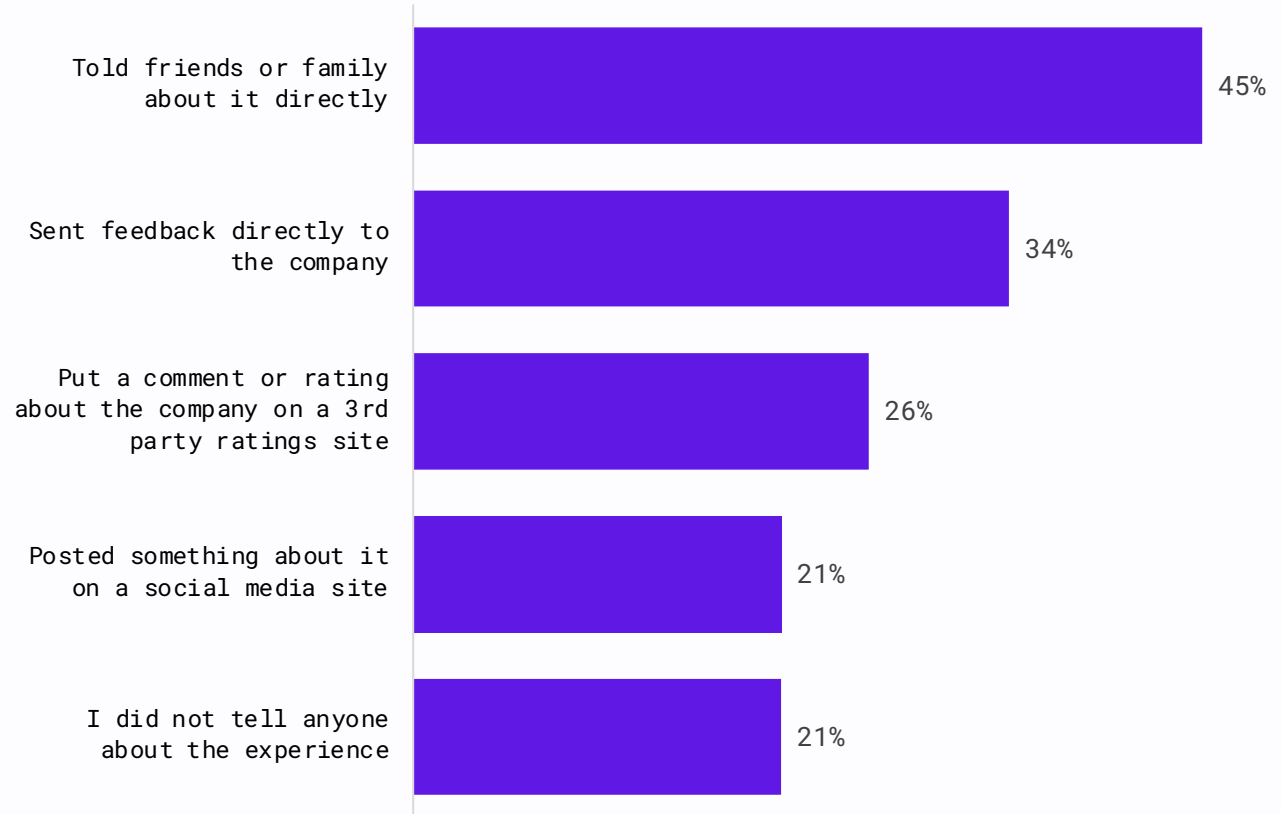
Base: 28,400 consumers across 26 countries
Source: Qualtrics XM Institute Q3 2023 Global Consumer Study
[xminstitute.com](https://www.xminstitute.com)

Feedback After a Bad Experience

After a very poor experience with a company, consumers...

KEY TAKEAWAYS

- + Consumers were most likely to tell friends or family after a bad experience with a company, at 45%.
- + Thirty-four percent of consumers sent feedback directly to the company after bad experiences, the second most common feedback activity.
- + Twenty-one percent of consumers did not tell anyone after a recent bad experience.



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[xminstitute.com](https://www.xminstitute.com)

Positive and Negative Feedback Sent Directly to Companies (Part 1)

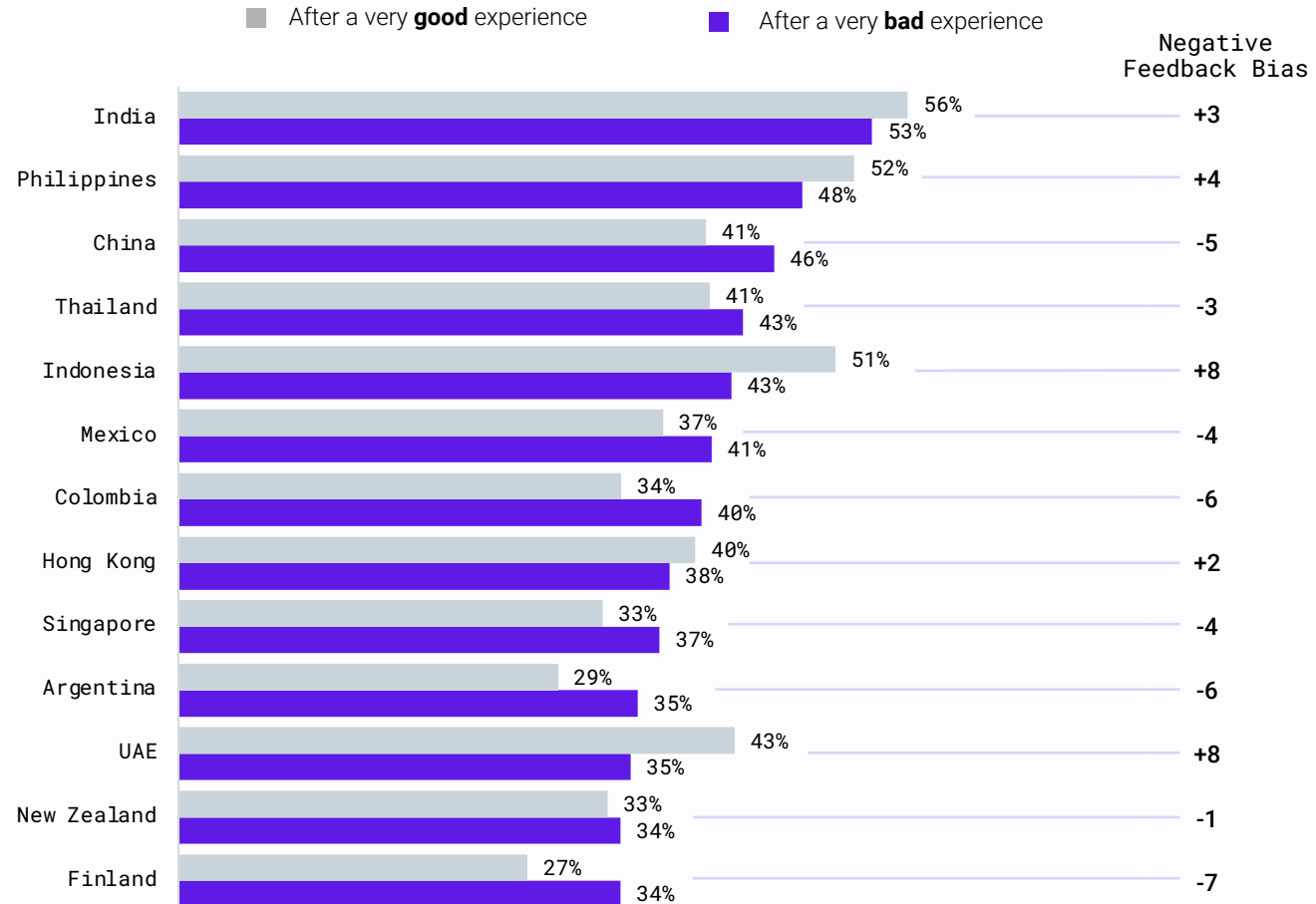
KEY TAKEAWAYS

- + Indian consumers were the most likely to send feedback directly to companies after both good and bad recent experiences.
- + Indonesian and Emirati companies both receive 8 percentage-points more negative than positive feedback from consumers.

ABOUT

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[xminstitute.com](https://www.xminstitute.com)

Consumers sent feedback directly to companies after a very good/very poor experience

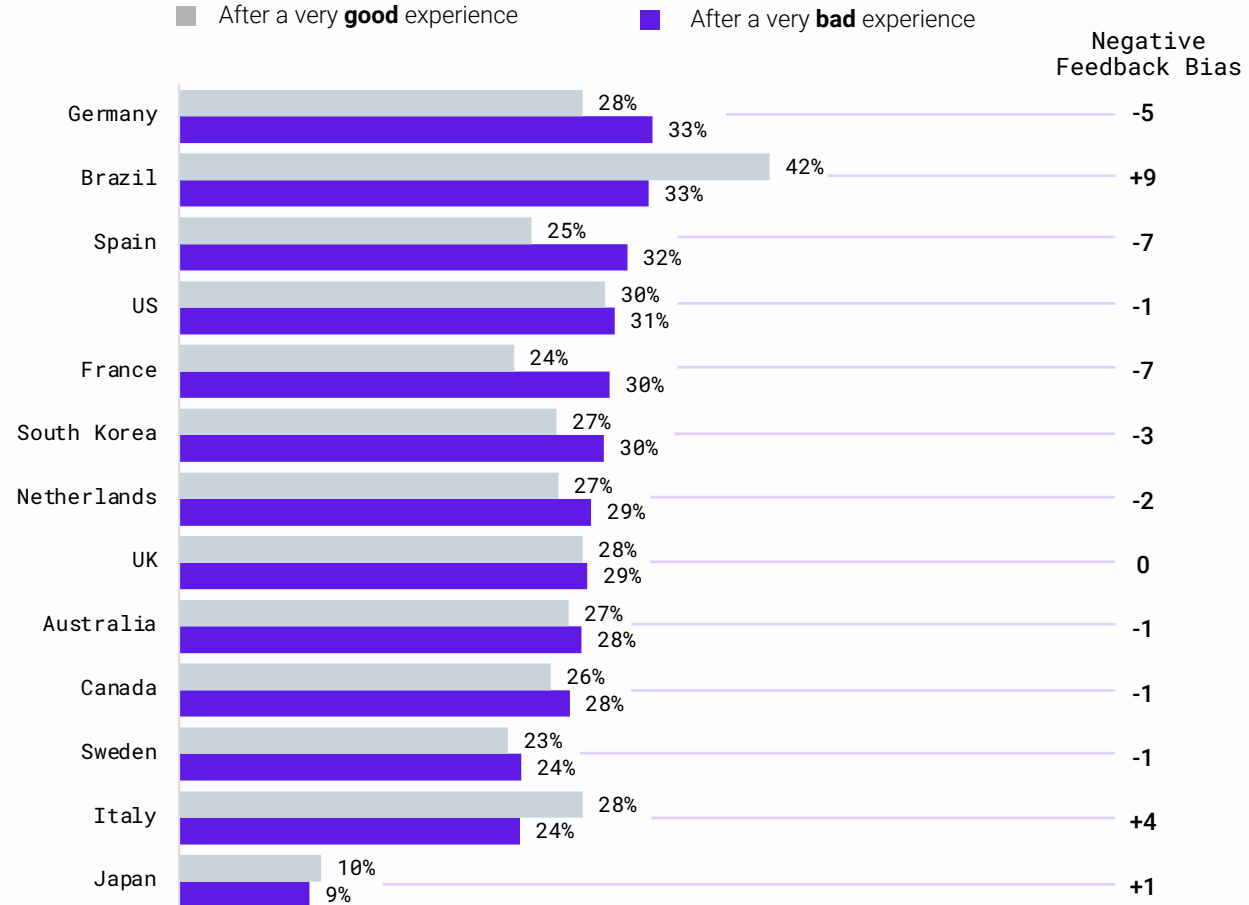


Positive and Negative Feedback Sent Directly to Companies (Part 2)

KEY TAKEAWAYS

- + Brazilian companies received the greatest gap in feedback bias, with consumers sending feedback after good experiences 9 percentage points more compared to after bad experiences.
- + Japanese consumers are the least likely to send feedback to companies after both good and bad experiences.

Consumers sent feedback directly to companies after a very good/very poor experience



ABOUT

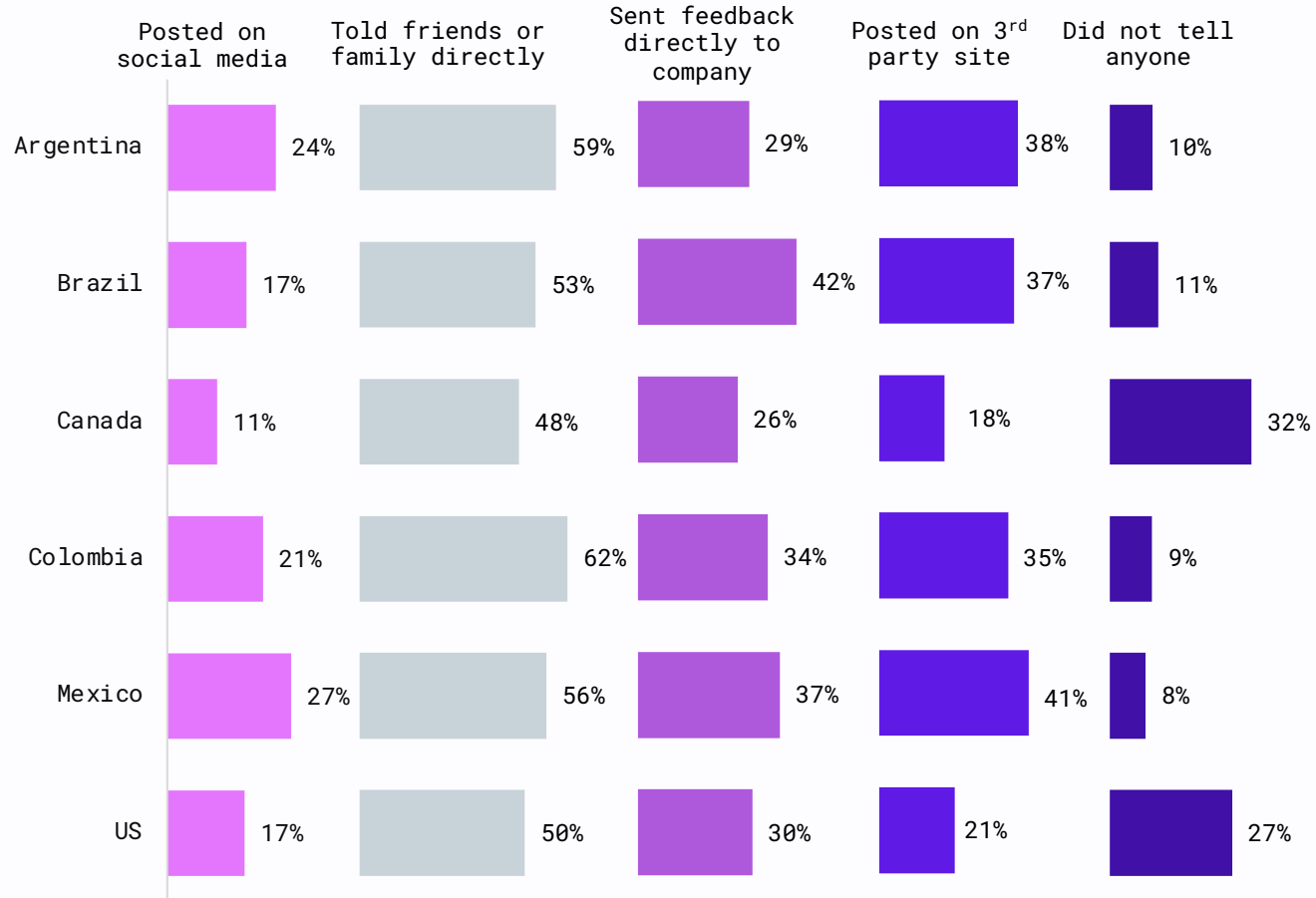
Base: 28,400 consumers across 26 countries
Source: Qualtrics XM Institute Q3 2023 Global Consumer Study

Feedback After Good Experiences: Americas

After a very good experience with a company, consumers...

KEY TAKEAWAYS

- + Across all American countries, Colombian consumers were most likely to tell friends and family directly after a very good experience with a company.
- + Canadian consumers were the most likely not to tell anyone after a recent good experience.



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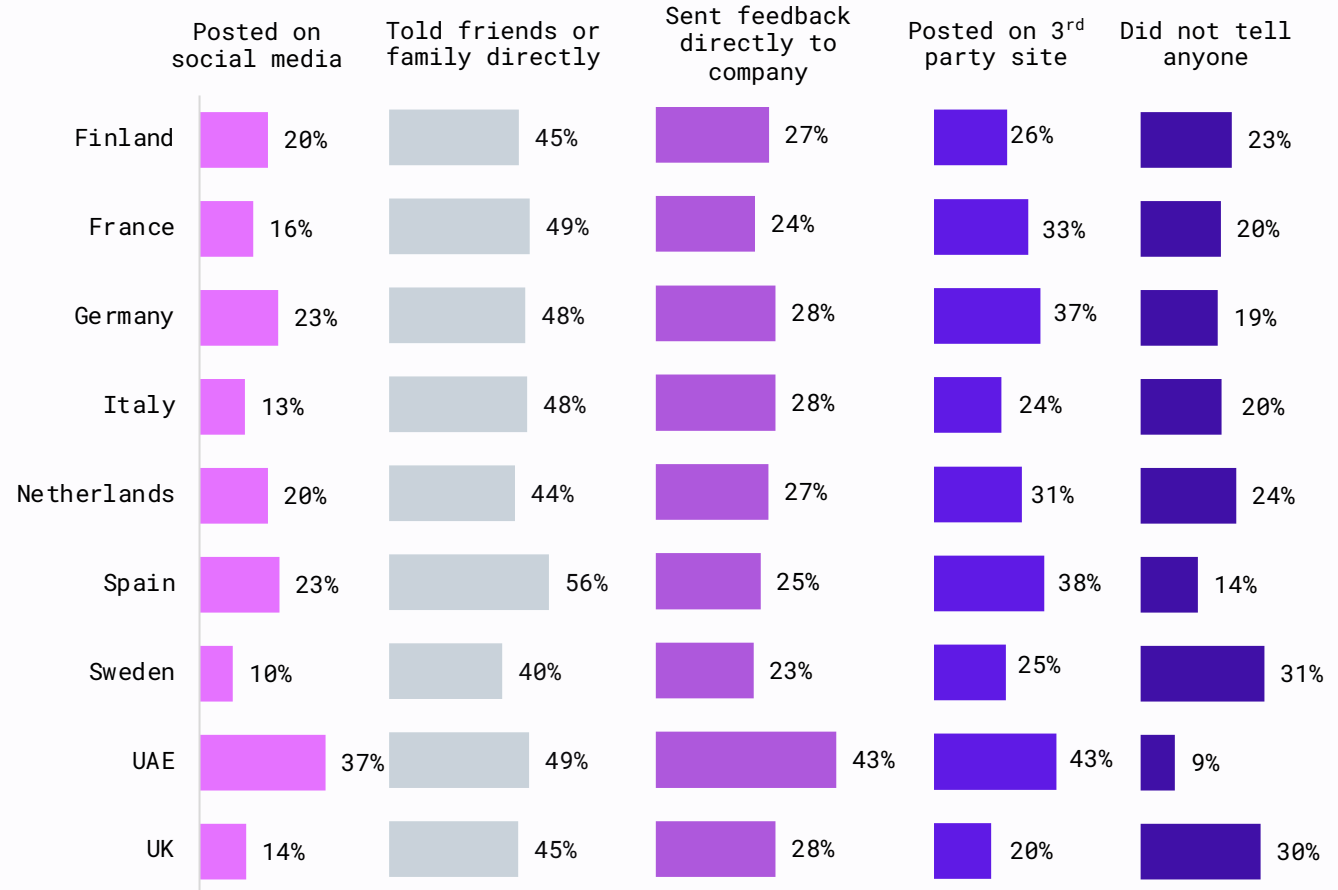
Feedback After Good Experiences: EMEA

After a very good experience with a company, consumers...

KEY TAKEAWAYS

+ Across all EMEA countries, consumers were most likely to tell friends or family directly after a very good experience. Spanish consumers were the most likely to do so, while Swedish consumers were the least likely.

+ Emirati consumers were the most likely to send feedback directly to companies (43%), while French consumers were the least likely to do so (24%).



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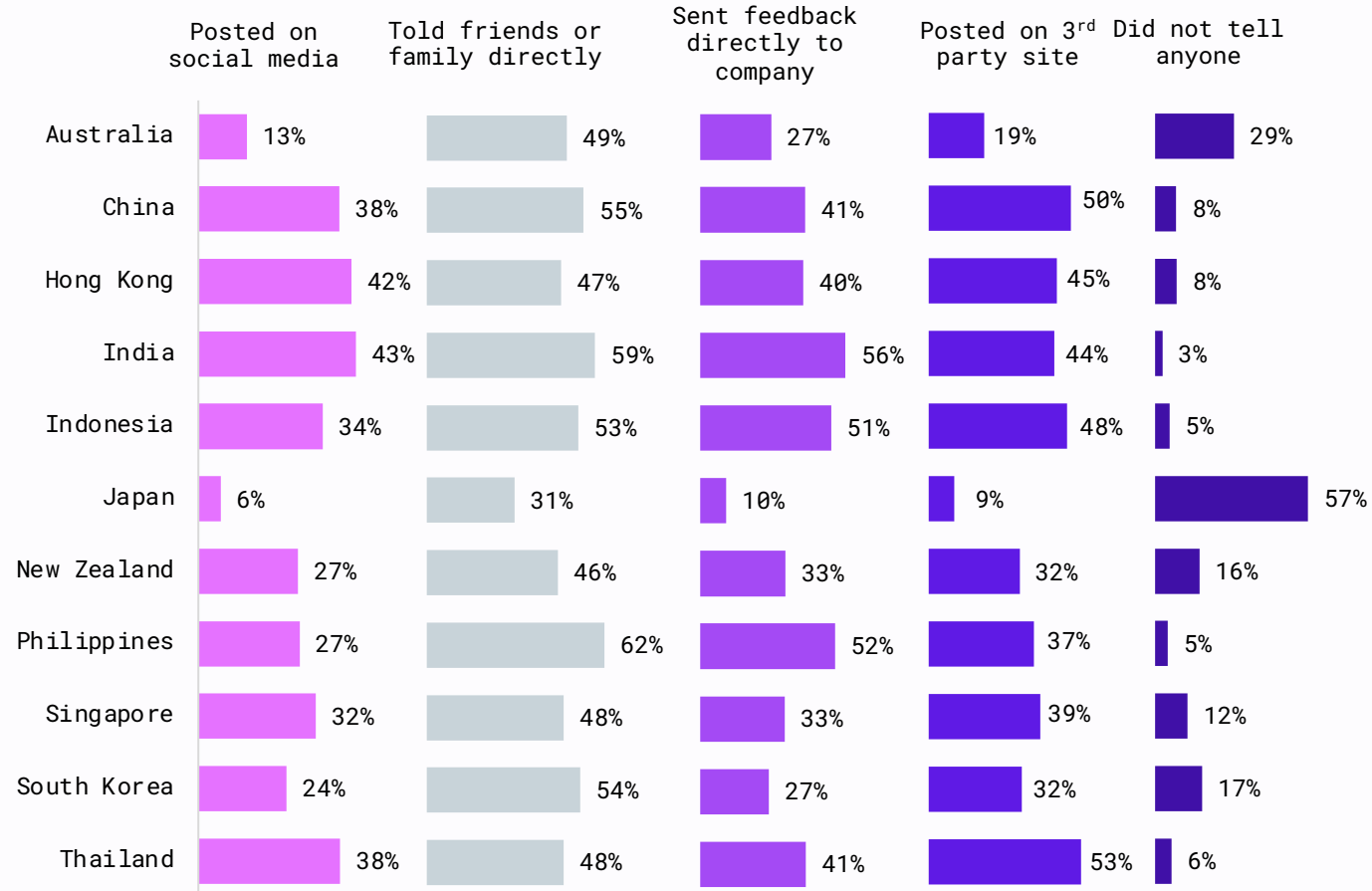
Feedback After Good Experiences: APJ

After a very good experience with a company, consumers...

KEY TAKEAWAYS

+ Japanese consumers least frequently told anyone after a recent good experience (57%), followed by Australian consumers (29%).

+ Thai consumers were most likely to post on a 3rd party site after a recent good experience (53%). Consumers in all other APJ countries were most likely to tell friends or family directly after a good experience.



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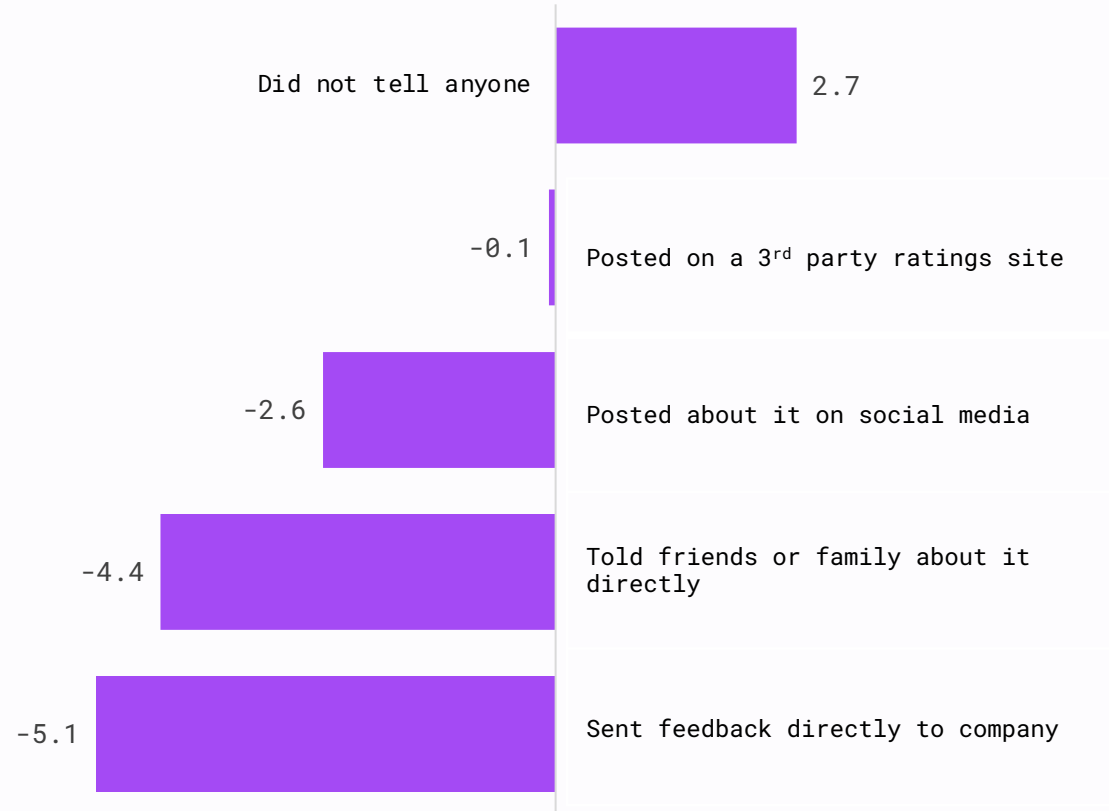
After a Good Experience: Change from 2021

KEY TAKEAWAYS

- + Compared to feedback activity in 2021, consumers in 2023 were 2.7 percentage points more likely to not tell anyone after a good experience.
- + Consumers sent feedback to companies 5.1 percentage points less frequently than in 2021.

Change in Feedback Channel Usage after a Good Experience

(Percentage point change from 2021 usage to 2023)



ABOUT

Base: 28,400 consumers across 26 countries
Source: Qualtrics XM Institute Q3 2023 Global Consumer Study

After a Good Experience: Change from 2021 by Country

How consumers shared feedback after a very good experience
(Percentage-point change from 2021 usage to 2023)

KEY TAKEAWAYS

+ Singaporean consumers in 2023 decreased the rate at which they sent feedback directly to the company by 10 percentage points compared to 2021, while Mexican consumers increased their rate of direct feedback to companies by 2 percentage points.

+ Japanese consumers in 2023 did not tell anyone after a good experience 13 percentage points more than in 2021.

□ Largest decrease □ Largest increase

	Posted about it on social media	Told friends or family about it directly	Sent feedback directly to company	Posted on a 3rd party ratings site	Did not tell anyone
Australia	-3	-1	-5	+1	+5
Brazil	-5	-11	-8	-3	+4
Canada	-2	-3	-6	-1	+6
France	+2	-1	-3	+4	+2
Germany	+13	-10	-2	+11	-0
India	-13	-2	-7	-8	+1
Indonesia	-12	-12	-9	-7	+1
Japan	-3	-5	-6	-3	+13
Mexico	-6	-7	+2	+1	-0
Philippines	-7	-2	-8	-3	+1
Singapore	+2	-4	-10	+3	-3
South Korea	+2	-3	-4	+6	+5
Spain	+3	-2	-4	+6	-2
Thailand	-2	-8	+1	-4	+1
UK	-3	+1	-8	-4	+8
US	-12	0	-9	-6	+9

ABOUT

Base: 28,400 consumers across 26 countries
Source: Qualtrics XM Institute Q3 2023 Global Consumer Study

After a Good Experience: Direct Feedback Channels, Americas

How consumers sent direct feedback to companies after a very good experience

□ Most popular

KEY TAKEAWAYS

+ Across all American countries, consumers most frequently sent direct feedback to companies after a very good experience by responding to a survey from the company. Argentinian consumers most frequently did so, at 62%.

+ Consumers in all American countries were least likely to send direct feedback by sending a mobile message to the company.

	Responded to a survey from company	Posted on company social media page	Sent an email to company	Submitted feedback on company website	Submitted feedback on company's mobile app	Made a phone call to company	Sent mobile message to company
Argentina	62%	26%	27%	29%	24%	8%	3%
Brazil	57%	21%	18%	42%	27%	5%	8%
Canada	55%	20%	31%	37%	18%	9%	5%
Colombia	59%	25%	22%	34%	29%	11%	6%
Mexico	56%	28%	29%	36%	32%	10%	3%
US	61%	20%	28%	44%	23%	13%	3%

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Base: 28,400 consumers across 26 countries
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After a Good Experience: Direct Feedback Channels, EMEA

How consumers sent direct feedback to companies after a very good experience

□ Most popular

KEY TAKEAWAYS

- + EMEA consumers most frequently sent direct feedback to a company after a good experience by submitting feedback on a company website or responding to a survey from the company.
- + Consumers in all EMEA countries were least likely to send direct feedback by sending a mobile message to the company.

	Responded to a survey from company	Posted on company social media page	Sent an email to company	Submitted feedback on company website	Submitted feedback on company's mobile app	Made a phone call to company	Sent mobile message to company
Finland	33%	26%	40%	42%	30%	11%	3%
France	36%	27%	40%	45%	23%	16%	1%
Germany	29%	34%	37%	58%	35%	16%	4%
Italy	38%	21%	23%	37%	25%	6%	4%
Netherlands	27%	34%	38%	47%	34%	13%	4%
Spain	41%	38%	28%	41%	34%	17%	3%
Sweden	49%	21%	22%	38%	27%	7%	3%
UK	48%	19%	28%	44%	22%	7%	4%
UAE	30%	34%	46%	52%	46%	20%	3%

ABOUT

Base: 28,400 consumers across 26 countries
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After a Good Experience: Direct Feedback Channels, APJ

How consumers sent direct feedback to companies after a very good experience

□ Most popular

KEY TAKEAWAYS

+ Consumers in APJ countries most frequently sent direct feedback to companies by either submitting feedback on company websites or responding to a survey from a company. Hong Kong consumers most frequently sent an email to a company after a good experience.

+ Consumers in all APJ countries were least likely to send direct feedback by sending a mobile message to the company.

	Responded to a survey from company	Posted on company social media page	Sent an email to company	Submitted feedback on company website	Submitted feedback on company's mobile app	Made a phone call to company	Sent mobile message to company
Australia	40%	27%	37%	44%	22%	14%	3%
China	35%	42%	38%	59%	51%	17%	7%
Hong Kong (China)	21%	42%	57%	55%	42%	10%	1%
India	43%	47%	42%	63%	51%	19%	7%
Indonesia	51%	33%	31%	58%	51%	11%	5%
Japan	53%	17%	18%	29%	9%	10%	1%
New Zealand	30%	37%	46%	48%	37%	14%	1%
Philippines	60%	29%	27%	57%	45%	7%	7%
Singapore	33%	33%	42%	49%	48%	12%	3%
South Korea	45%	31%	35%	37%	37%	16%	4%
Thailand	39%	44%	42%	50%	44%	19%	6%

ABOUT

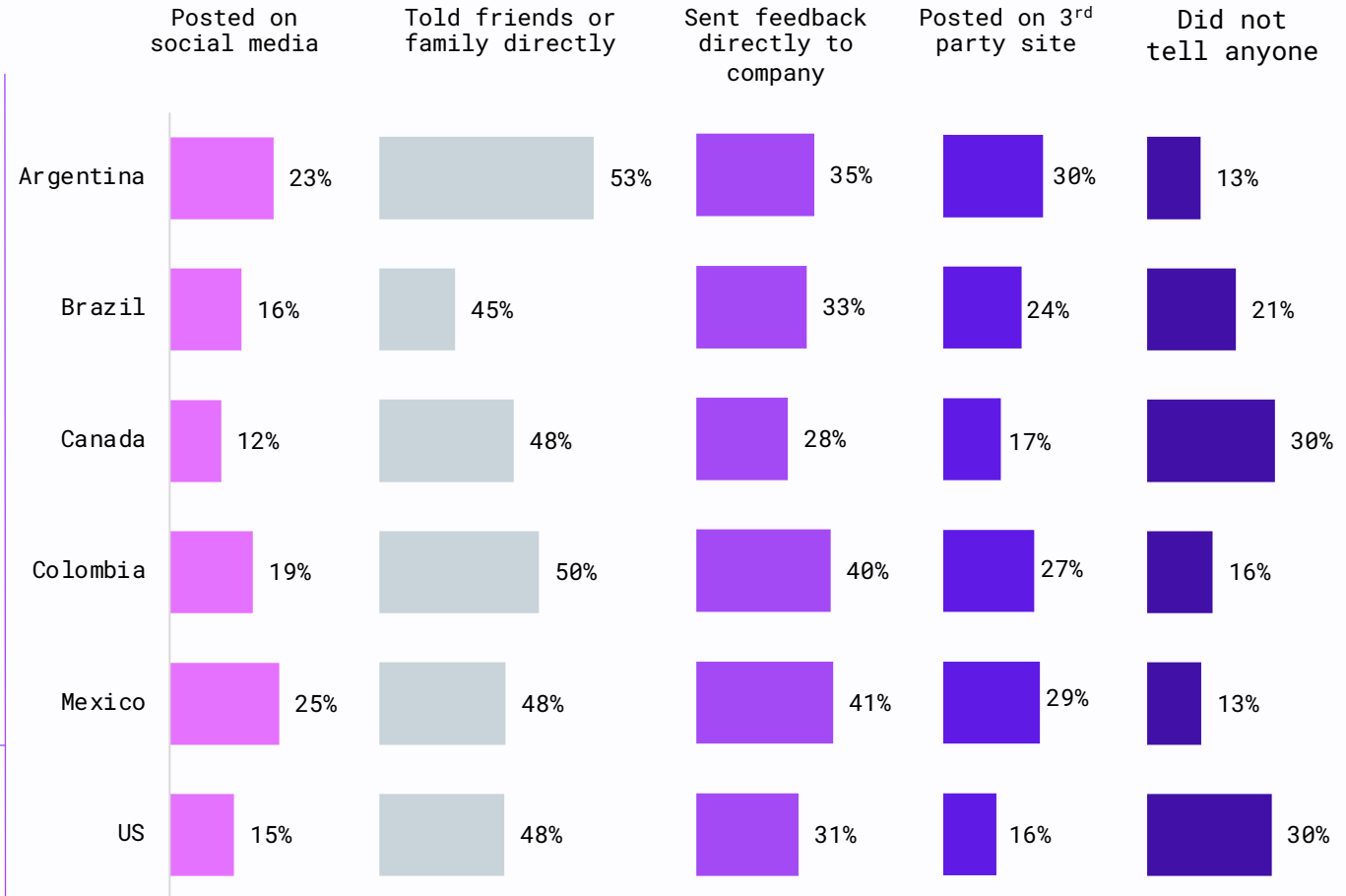
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Source: Qualtrics XM Institute Q3 2023 Global Consumer Study

Feedback After Bad Experiences: Americas

KEY TAKEAWAYS

- + After a recent bad experience, American consumers most frequently told friends or family. Argentinian consumers were the most likely to do so, at 53%.
- + Consumers in Canada and the US were the most likely not to tell anyone after a recent bad experience (30%.)
- + Mexican consumers were the most likely to send feedback directly to companies, at 41%.

After a very bad experience with a company, consumers...



ABOUT

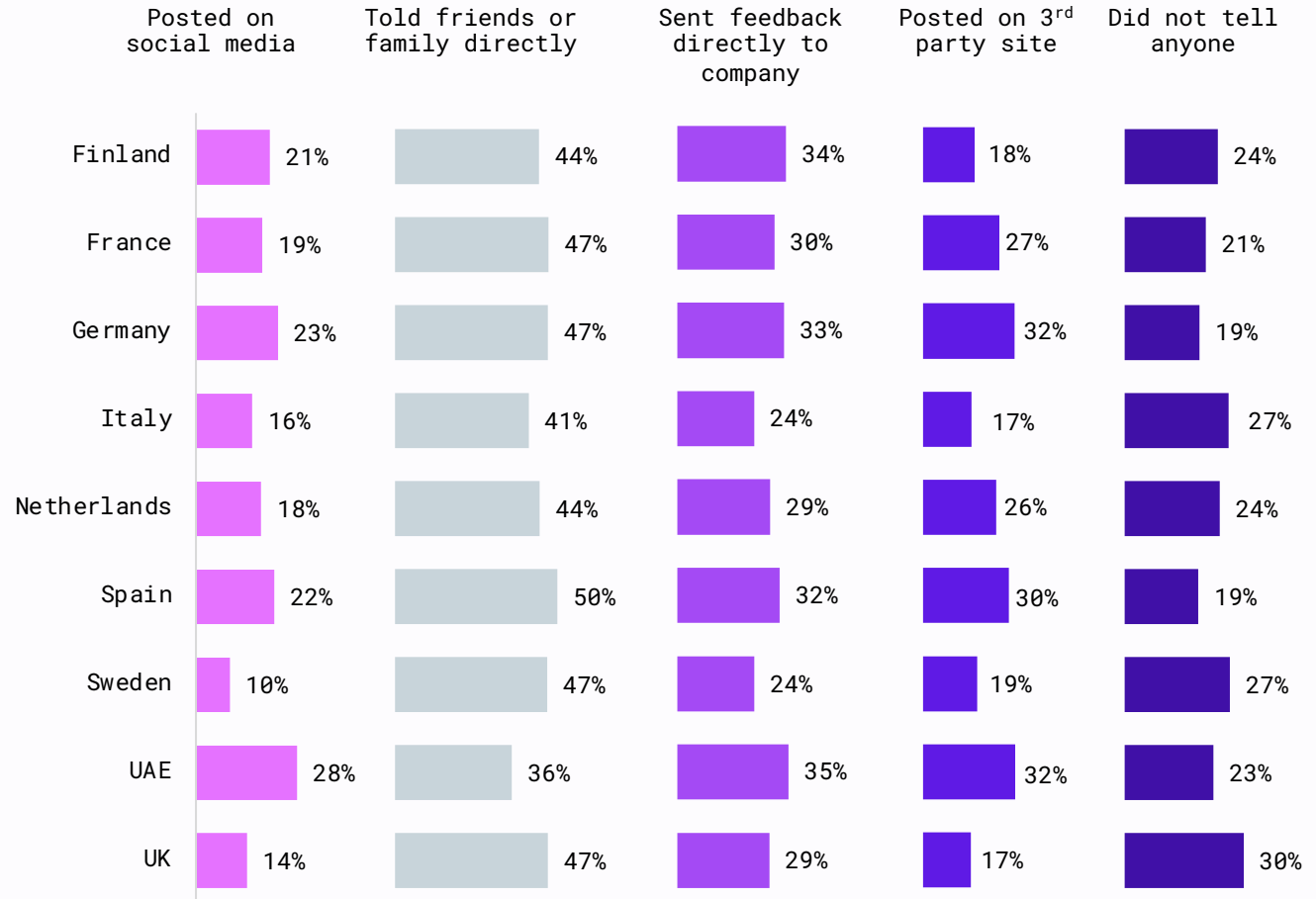
Base: 28,400 consumers across 26 countries
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Feedback After Bad Experiences: EMEA

KEY TAKEAWAYS

- + EMEA consumers most frequently told friends or family after a recent bad experience.
- + Emirati consumers were the most likely to send feedback directly to a company after a bad experience, at 35%, while Italian and Swedish consumers were the least likely (24%.)
- + UK consumers were the least likely to tell anyone after a recent bad experience (30%.)

After a very bad experience with a company, consumers...



ABOUT

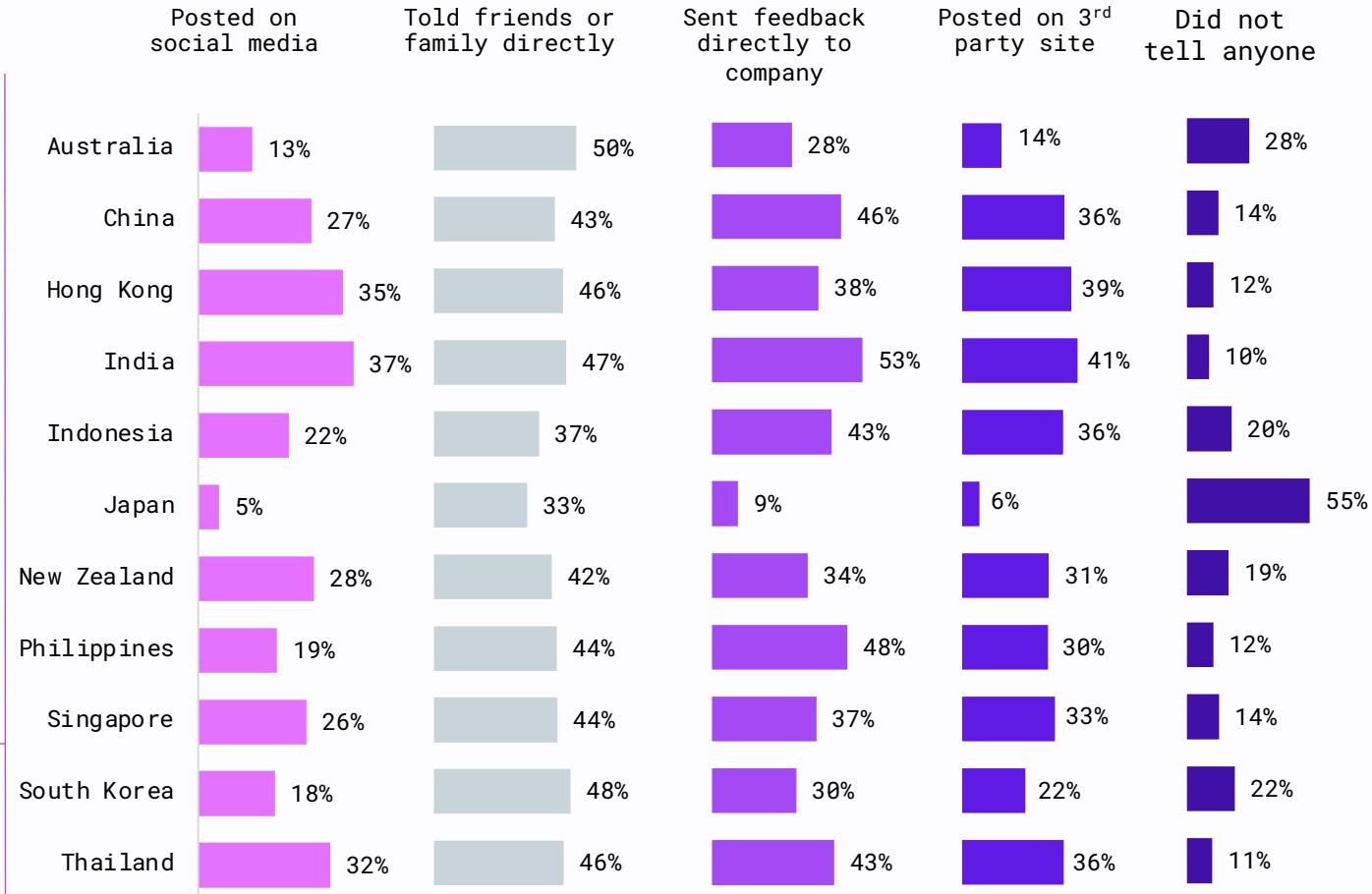
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Feedback After Bad Experiences: APJ

KEY TAKEAWAYS

- + Indian consumers most frequently sent feedback directly to a company after a bad experience (53%), while Japanese consumers were least likely to do so (9%).
- + 55% of Japanese consumers did not tell anyone after a recent bad experience.

After a very bad experience with a company, consumers...



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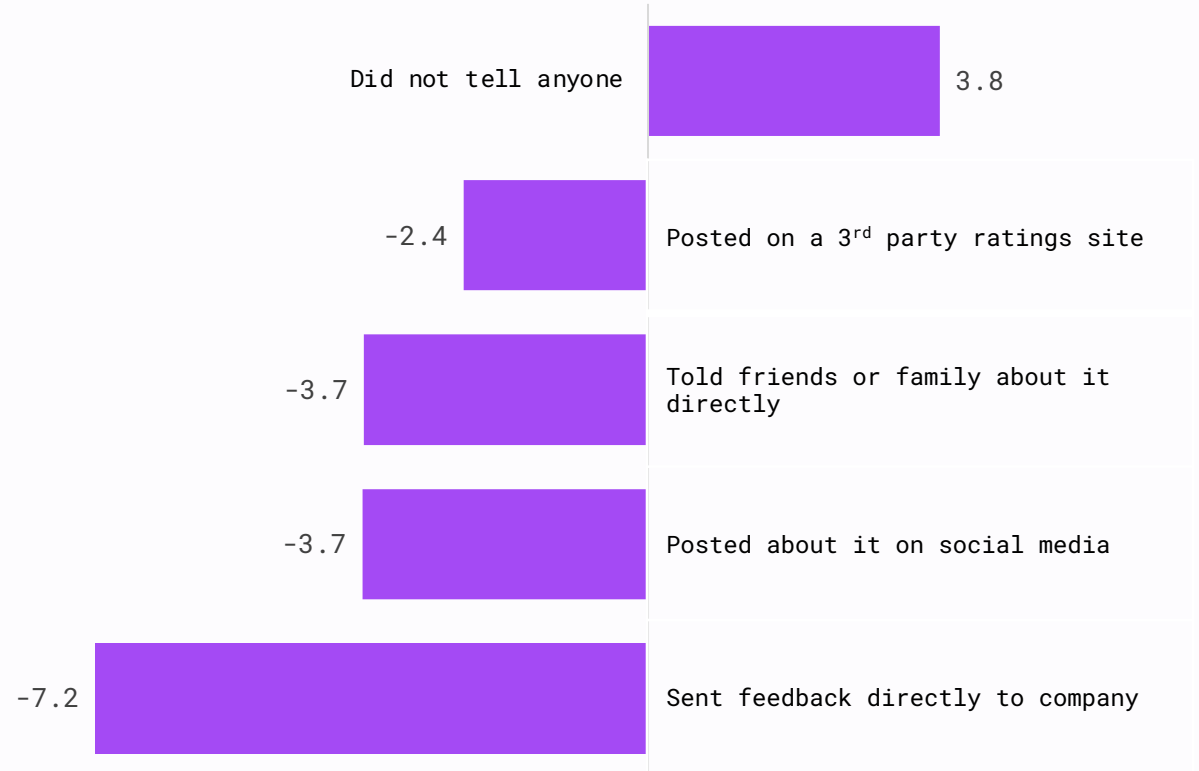
After a Bad Experience: Change from 2021

KEY TAKEAWAYS

- + Compared to consumers' reported behavior in 2021, people did not tell anyone about a recent bad experience with a company 3.8 percentage points more in 2023.
- + Consumers sent feedback directly to a company after a bad experience 7.2 percentage points less in 2023 than in 2021.

Change in Feedback Channel Usage after a Bad Experience

(Percentage point change from 2021 usage to 2023)



ABOUT

Base: 28,400 consumers across 26 countries
Source: Qualtrics XM Institute Q3 2023 Global Consumer Study

After a Bad Experience: Change from 2021 by Country

How consumers sent direct feedback to companies after a very poor experience
(Percentage-point change from 2021 usage to 2023)

KEY TAKEAWAYS

- + Consumers in Brazil sent feedback directly to a company after a bad experience 12 points less in 2023 than in 2021, while consumers in Thailand sent feedback 3 points more.
- + Japanese consumers in 2023 did not tell anyone after a recent bad experience 15 points more than in 2021.

□ Largest decrease □ Largest increase

	Posted about it on social media	Told friends or family about it directly	Sent feedback directly to company	Posted on a 3rd party ratings site	Did not tell anyone
Australia	-1	+1	-6	-3	+4
Brazil	-5	-10	-12	-5	+5
Canada	-4	-2	-9	-0	+7
France	+2	-2	-6	+3	+4
Germany	+9	-8	+0	+11	-1
India	-13	-4	-7	-10	+2
Indonesia	-9	-10	-9	-7	+5
Japan	-3	-8	-6	-4	+15
Mexico	-9	-7	-1	-1	+1
Philippines	-6	-6	-11	-4	+0
Singapore	-4	-5	-9	+2	-1
South Korea	+1	+1	-4	+1	+4
Spain	+2	+1	-7	+2	-1
Thailand	+3	-4	+3	-4	-4
UK	-2	+2	-7	-3	+7
US	-11	+2	-9	-9	+9

ABOUT

Base: 28,400 consumers across 26 countries
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After a Bad Experience: Direct Feedback Channels, Americas

How consumers sent direct feedback to companies after a very bad experience

□ Most popular

KEY TAKEAWAYS

+ When sending feedback directly to a company after a bad experience, Canadian consumers most frequently sent an email to a company, while Argentinian consumers most frequently responded to a survey from the company.

+ Consumers in the Americas least frequently sent mobile messages to a company after a bad experience, except for Brazilians, who least frequently made a phone call to the company.

	Responded to a survey from company	Posted on company social media page	Sent an email to company	Submitted feedback on company website	Submitted feedback on company's mobile app	Made a phone call to company	Sent mobile message to company
Argentina	47%	28%	38%	33%	16%	20%	4%
Brazil	33%	18%	34%	44%	22%	12%	14%
Canada	40%	20%	52%	38%	16%	21%	5%
Colombia	45%	21%	40%	38%	24%	18%	5%
Mexico	37%	24%	44%	39%	26%	17%	8%
US	40%	17%	43%	40%	23%	24%	6%

ABOUT

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After a Bad Experience: Direct Feedback Channels, EMEA

How consumers sent direct feedback to companies after a very bad experience

□ Most popular

KEY TAKEAWAYS

- + EMEA consumers most frequently sent direct feedback to companies after a bad experience by sending an email or submitting feedback on a company website.
- + Consumers in all EMEA countries least frequently sent a mobile message to a company when providing direct feedback after a bad experience.

	Responded to a survey from company	Posted on company social media page	Sent an email to company	Submitted feedback on company website	Submitted feedback on company's mobile app	Made a phone call to company	Sent mobile message to company
Finland	27%	20%	42%	50%	23%	9%	0%
France	35%	27%	47%	38%	19%	16%	3%
Germany	28%	32%	46%	45%	41%	17%	4%
Italy	24%	24%	39%	38%	19%	9%	2%
Netherlands	23%	23%	53%	44%	27%	23%	4%
Spain	28%	28%	47%	38%	28%	27%	5%
Sweden	32%	16%	46%	37%	19%	15%	4%
UK	32%	17%	56%	39%	14%	11%	2%
UAE	27%	27%	47%	50%	39%	19%	6%

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Base: 28,400 consumers across 26 countries
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After a Bad Experience: Direct Feedback Channels, APJ

How consumers sent direct feedback to companies after a very bad experience

□ Most popular

KEY TAKEAWAYS

+ APJ consumers most frequently sent direct feedback to companies after a bad experience by sending an email or submitting feedback on a company website.

	Responded to a survey from company	Posted on company social media page	Sent an email to company	Submitted feedback on company website	Submitted feedback on company's mobile app	Made a phone call to company	Sent mobile message to company
Australia	28%	18%	50%	40%	21%	17%	4%
China	24%	29%	35%	54%	42%	32%	11%
Hong Kong (China)	23%	50%	57%	46%	31%	14%	1%
India	35%	40%	51%	57%	48%	22%	8%
Indonesia	37%	25%	41%	52%	45%	15%	9%
Japan	34%	12%	44%	24%	8%	15%	5%
New Zealand	19%	28%	53%	48%	34%	18%	1%
Philippines	46%	21%	40%	51%	36%	10%	13%
Singapore	25%	20%	48%	52%	40%	11%	2%
South Korea	26%	26%	32%	38%	38%	28%	5%
Thailand	29%	33%	45%	48%	39%	22%	6%

ABOUT

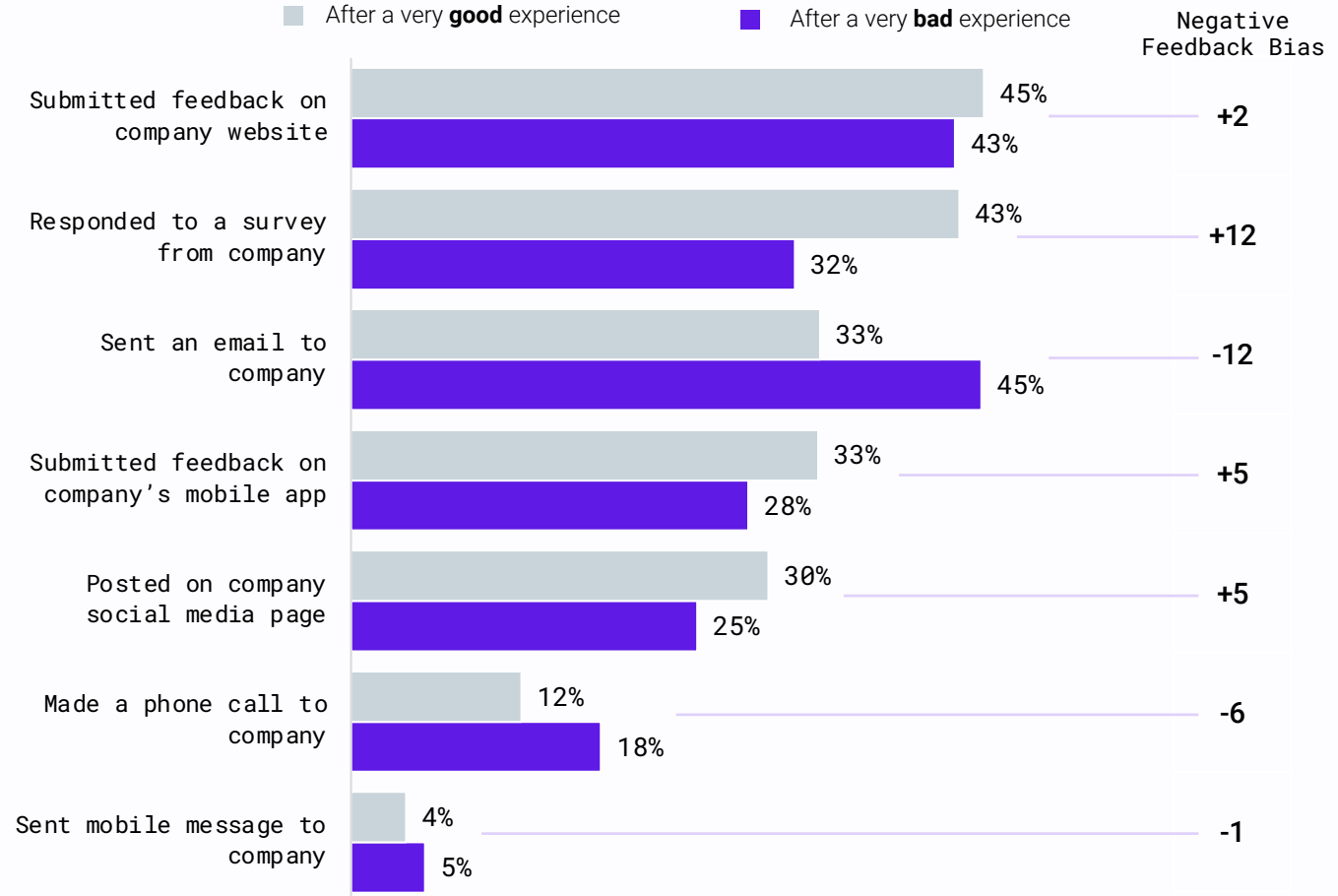
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Channels Used for Direct Feedback to Companies

How consumers sent feedback directly to companies after a very good/very poor experience

KEY TAKEAWAYS

- + When consumers sent direct feedback to companies after a bad experience, they most frequently sent an email to the company (45%), and most frequently submitted feedback on a company website after a very good experience (45%.)
- + There is a 12-point negative feedback bias among emails sent to a company and a 12-point positive feedback bias among survey responses.



ABOUT

Base: 28,400 consumers across 26 countries
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DATA CALCULATION

Negative Feedback Bias in **Figures 3, 4, and 20** was calculated by subtracting the percentage of consumers that used each feedback channel after a very good experience from the percentage of consumers that used each feedback channel after a very bad experience.

The change from 2021 to 2023 metrics in **Figures 9 and 16** were calculated by subtracting the percentage of consumers that used each feedback channel in 2021 from the percentage of consumers that used each feedback channel in 2023. **Figures 8 and 15** were calculated by taking the average across all countries for each feedback channel as calculated in Figures 9 and 16. Only the 16 countries sampled in both 2021 and 2023 were included in this analysis.

The metrics in **Figures 10-12 and 17-19** were calculated by taking the number of consumers in each country that used each direct feedback channel and dividing by the number of consumers in each country that said they sent feedback directly to the company after a good/bad experience.

Figure 20 was calculated by taking the average across all countries for each direct feedback channel as calculated in figures 10-12 and 17-19.

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