

# Making Customers Happy?

# Ha

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@tchere

# I Love Advertising





# Things change

## United Breaks Guitars

YouTube Search



"United Breaks Guitars" is now a BOOK! Go to [www.UnitedBreaksGuitarsBook.com](http://www.UnitedBreaksGuitarsBook.com)

0:32 / 4:36

United Breaks Guitars

sonsofmaxwell

Subscribe 14K

17,554,726 views

116,895 2,252

Add to Share More

# “One Metric” Engagement

The collage features several key elements:

- Report Cover (Left):** Titled "The effects of SOCIAL MEDIA ENGAGEMENT on purchase behaviors" by IMC SRC Spiegel Research 1.0. It includes icons for social media and a dollar sign.
- Line Graphs (Center):** Two graphs showing trends from 2011 to 2013. The top graph shows an upward trend in engagement metrics, while the bottom graph shows a downward trend.
- Slide (Right):** Titled "Consumers Spend More and More Frequently When They Engage With an App". It includes a line graph showing a peak in engagement and a corresponding increase in spending.
- Tablet (Bottom):** Displays the text "Spiegel Research Studies".

# Greater Engagement grows value

Impact on Customer Value



Extent of Customer Engagement

[Spiegel Research Center Studies](#)

# A modern (Co Creation) brand story

The image is a screenshot of a Facebook news feed. At the top, there is a search bar and navigation icons. The left sidebar contains navigation options like News Feed, Messenger, and various shortcuts. The main content area shows a post by Cindy Levitt with a photo of a bride and a car. To the right, there are two sponsored ads: one for Nico Roofing and one for Ashley HomeStore. The right sidebar shows a list of user interactions and a search bar at the bottom.

**News Feed**

Tom Collinger

Write a comment...

**Cindy Levitt**  
16 mins · 🌐

I know life isn't always a bowl of cherries but I am lucky that I have this beautiful view of Lake Michigan every Wednesday when I work with my client in Chicago.



**Sponsored** Create Ad

**\$1000 OFF FULL ROOF REPLACEMENT**

**Nico Roofing**  
Nico Roofing & Exteriors - Your local roofing & siding specialist! Call for FREE ESTIMATE...

**Ashley HomeStore**  
ashleyfurniturehomestore.com  
Who knows what you'll find! Discover thousands of stylish items at great prices, made just...

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Facebook © 2017

Chris Kneeland shared The Gathering's photo.

Peter Stefan Herbst likes Matthias Zimmermann's post.

Pat Morrison likes HGTV.

Colin S Hare "At the end of Point Break, the audience is left to believe that..."

Adrienne Drell commented on Gene Mustain's photo.

Melissa Ingardi shared Blossom's video.

Leslie Singer likes CREDO

Zachary Collinger

Polzer Jennifer

Jennie Pinkwater

Karen Reifer

Leslie Singer

Mitchell Lieber

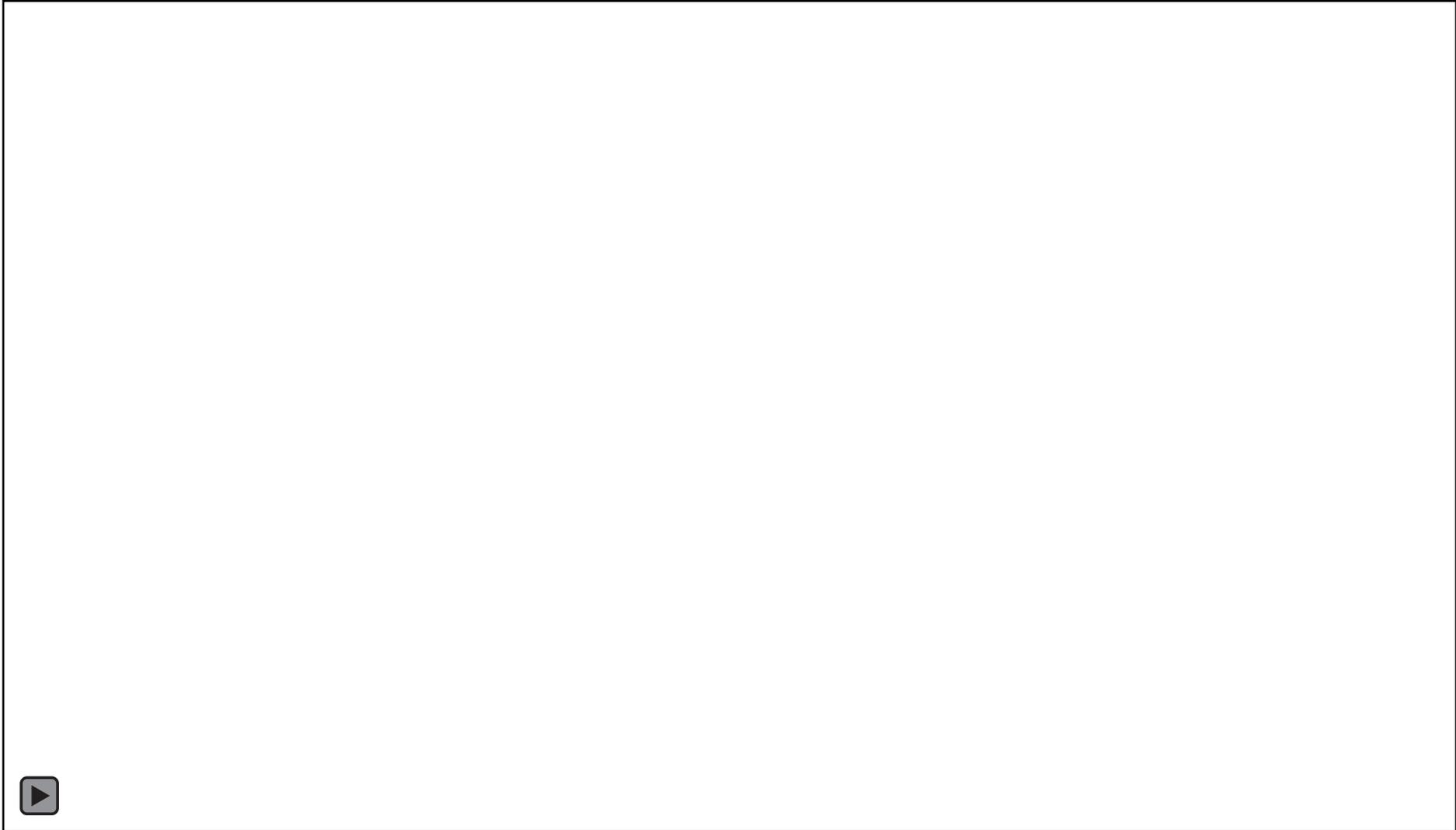
Laurie Raskin Morgan

MORE CONTACTS (19)

Andrea Yao

Search

# The Customer Engagement Engine in the Eco System



# Do reviews impact sales?

## If so, how and how much?

### \ Executive Summary

## What we found:

This research found that not only are reviews extremely valuable in influencing purchase decisions, but a number of circumstances factor into when and how reviews shape customer value.

### How star ratings, number of reviews, and price influence purchase behavior



Online Reviews Matter — *A Lot* ...



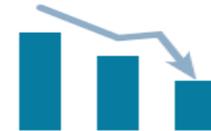
... Especially for More Expensive



... and “Riskier” Items



Perfect Rating Raises Questions



More is Not Always Better

### How the source of the reviewer matters



Verified Buyers Give Higher Ratings



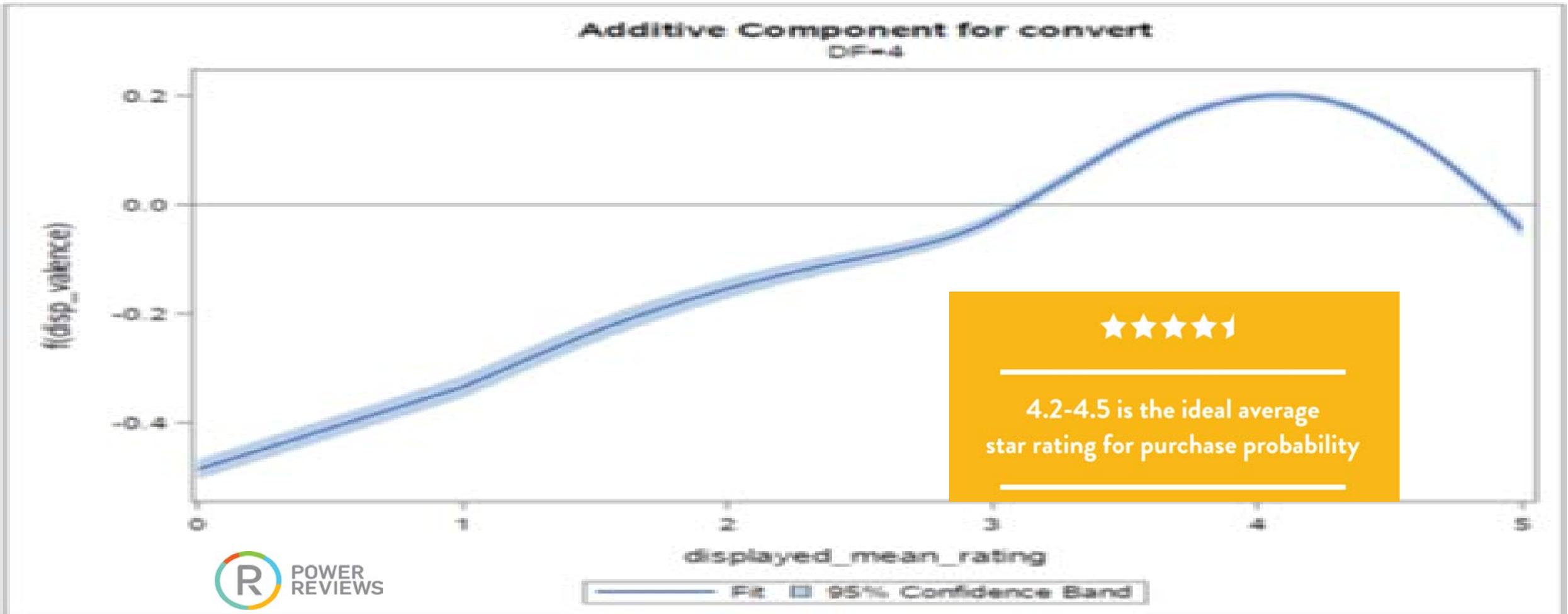
Anonymous Reviews Are Shaped by Selection Bias



Verified Buyers Are Perceived as More Credible

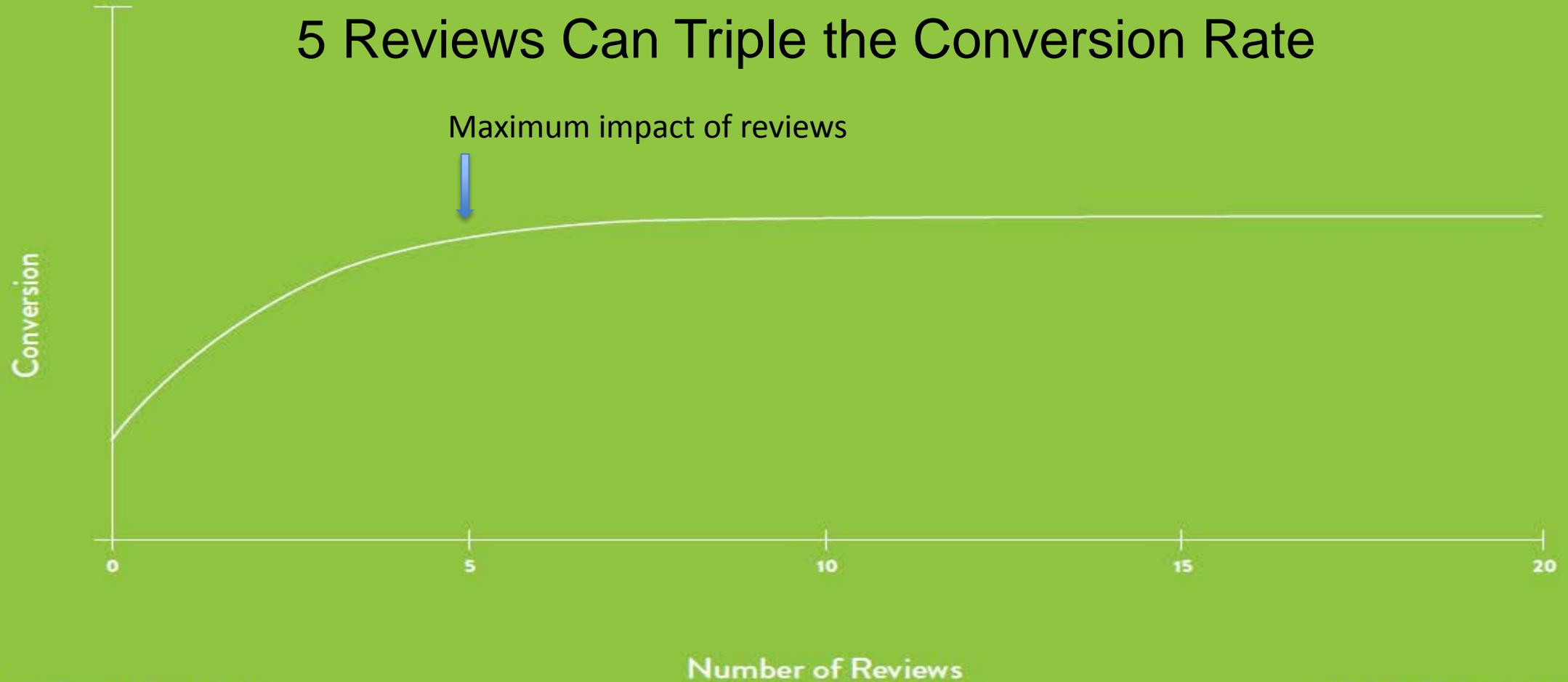
# Stars matter a lot

## And, 5 Stars are too good to be true



# What's a review worth?

## 5 Reviews Can Triple the Conversion Rate



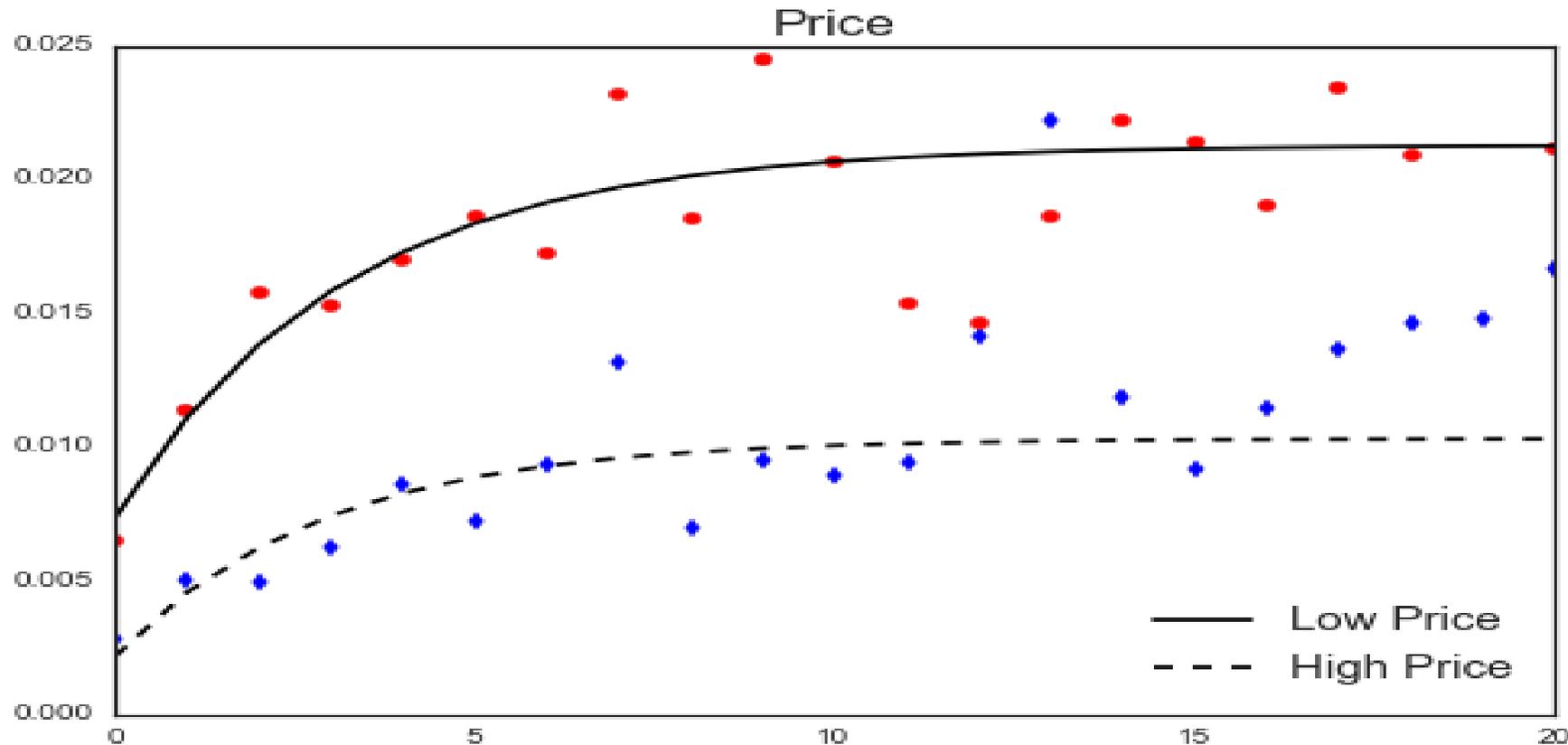
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Volume 3: From Reviews to Revenue | 7

# What's a review worth?

Conversion to sale in lower priced products is 190%

Higher priced products is 380%



# We discovered varying influences but some quite substantial

- **Valence (Stars)** increases purchase probability by 12.3%
- **Pros** don't have a significant impact
- **Cons** decrease odds of purchase probability by 10%
  - Attract attention
  - Weigh more
- **Helpfulness** decreases odds of purchase probability by 34%
- **'Verified buyer'** increases odds of purchase probability by 15%
  - Adds credibility
- **Recommendation** has a positive effect (6%)
  - Indicator of brand loyalty
  - Highly correlated with valence



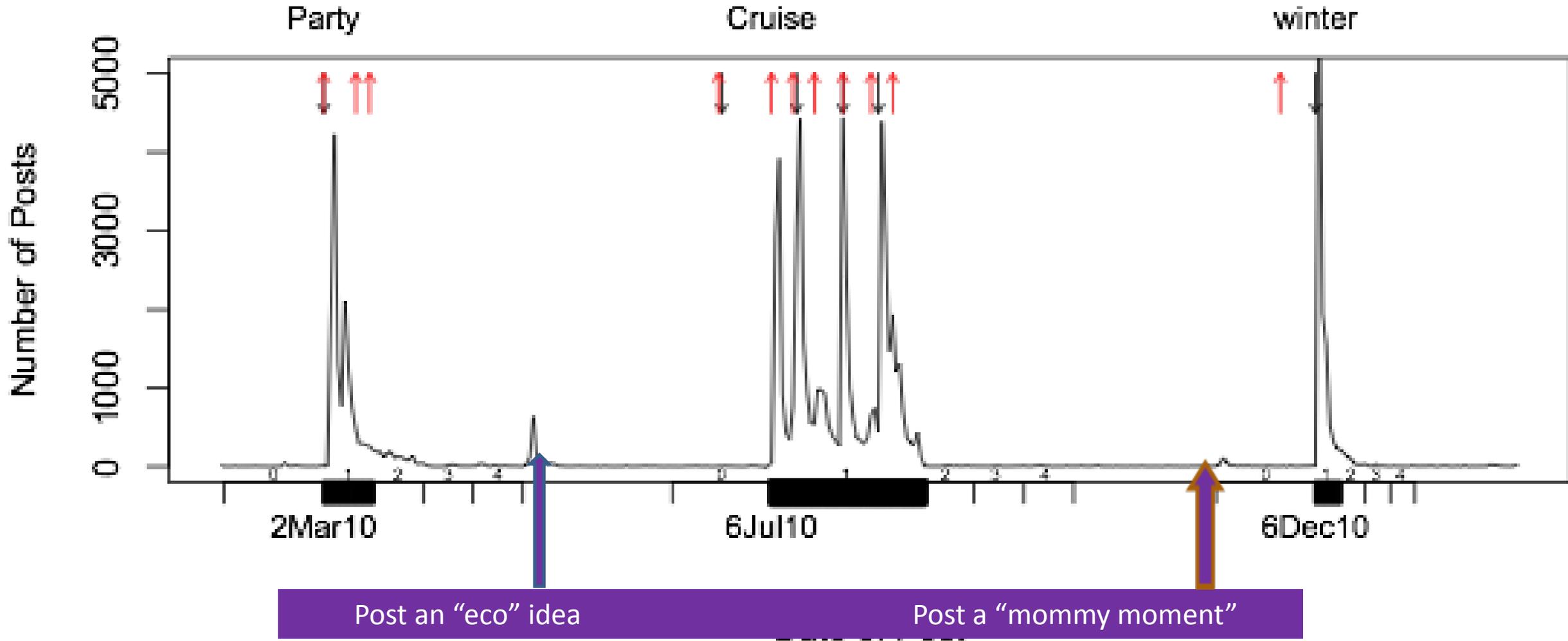
# Now what about social viewing and posting?



Rate a tip  
Chance at 25,000 miles

Weekly answers posted  
Win a cruise

What do you save for?  
10 miles/points



# Participating Posters spent more

what do  
you want?



**54% \$ increase**



# “Sleeping Dogs” can be awakened



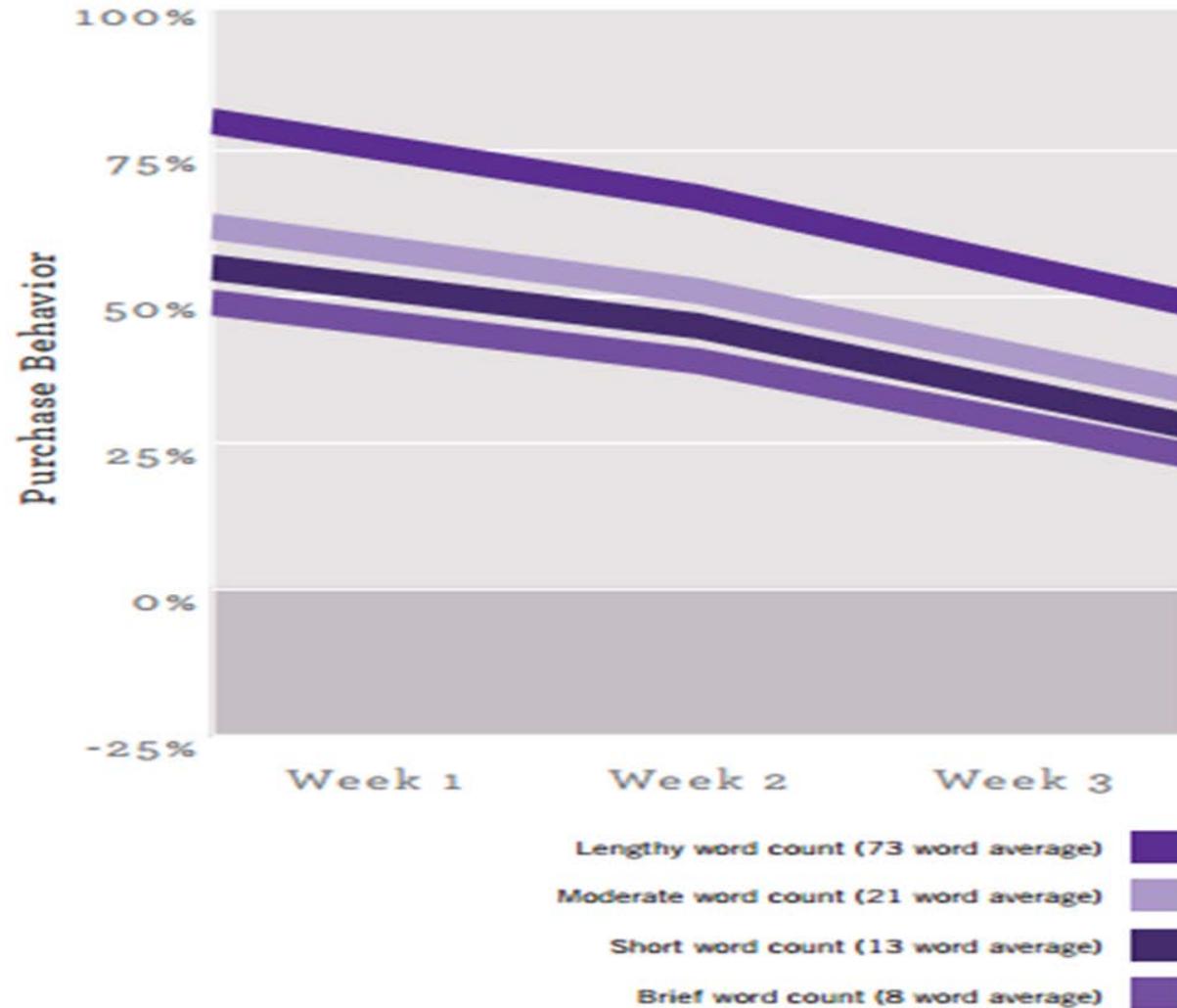
40% \$ Increase



# More words = More engagement = More Spending



HOW LOW SPENDERS' ELABORATION CORRELATES WITH PURCHASE BEHAVIOR IN WINTER CONTEST.

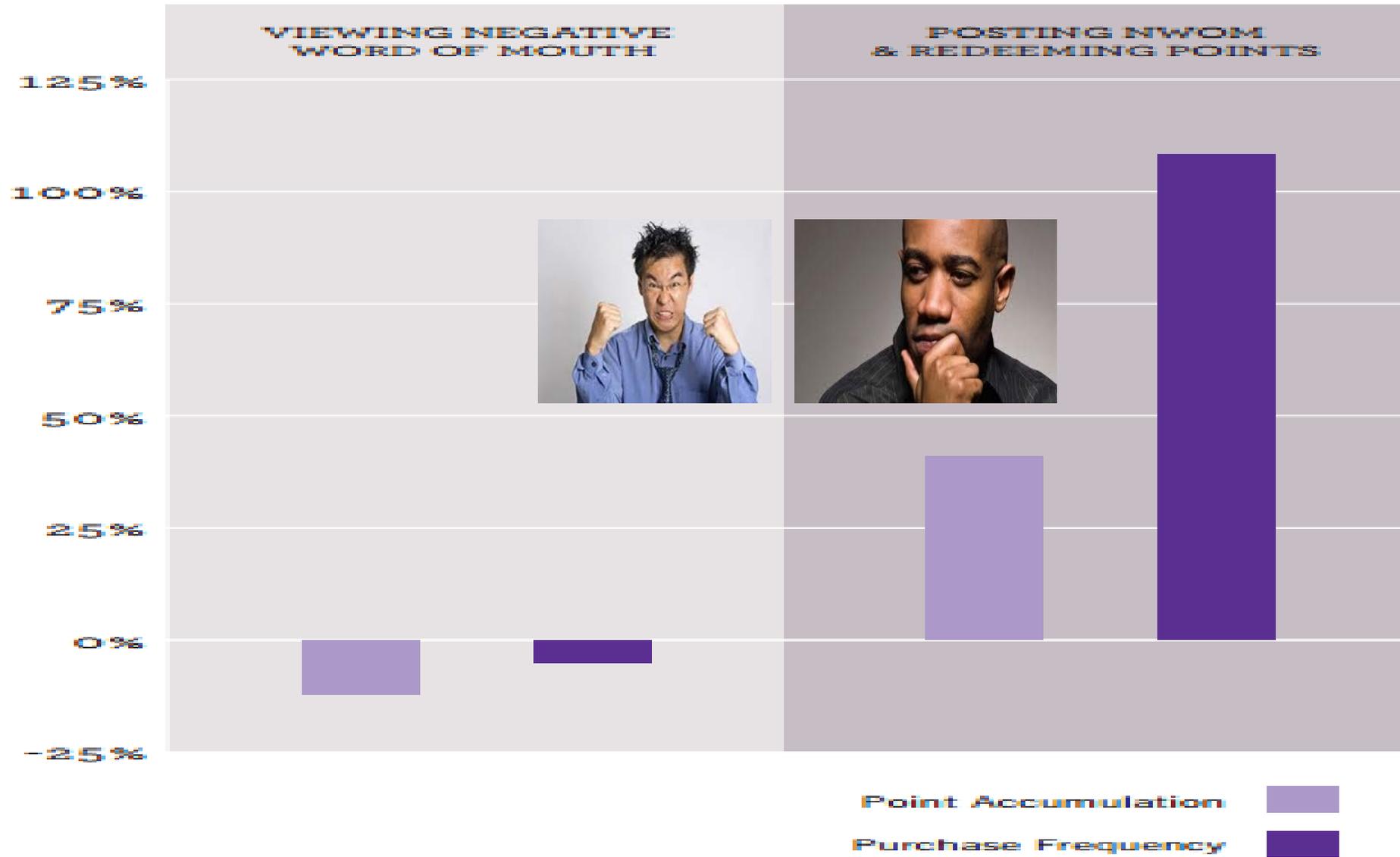


# Negative Word of Mouth Study

- Analyzed Emotions
- Coded Level of intensity for emotions



# There's a "get it off my chest" effect



But I've not helped with HOW TO MAKE THEM  
HAPPY yet.



# 5 things you can DO

1. Over invest in products, services, apps and strategies that DO make customers happy.
2. Follow, track, analyze, and value engagement
3. Over invest in listening and responding
4. Do monitor and enhance the entire customer experience
5. Pilot “marriage” strategies

