

THE POWER OF SOCIAL INTELLIGENCE



NEARLY 9 IN 10

consumers have read online reviews to determine the quality of a local business



85%

of consumers said they read up to 10 reviews

57%

of consumers will visit a local business website after reading a positive review



A 'one star' increase on a major website can lead to revenue boost of



up to **9%**



... **72%** of consumers are willing to consider businesses with a 3-star rating

... only **27%** of consumers would look at a business with a 2-star rating



Customer service stories are shared - especially bad ones:

... **95%** share **bad** customer service experiences



... **87%** share **good** customer service experiences

51%

of consumers find user generated content more trustworthy than other forms

ONLY 12%

do not read reviews (vs. 15% in 2013)

88%

of consumers say they trust online reviews as much as personal recommendations (vs. 79% in 2013)

7 OUT OF 10

consumers take positive action to contact a business after they read a positive review

27%

say reliability is the most important reputation trait for a local business



20%

of a business' customers are loyal customers *people who have visited at least 10 times



Loyal customers deliver **80%** of a Brand's revenue on average

88%

of web users have been influenced by an online customer service review when making a purchase decision