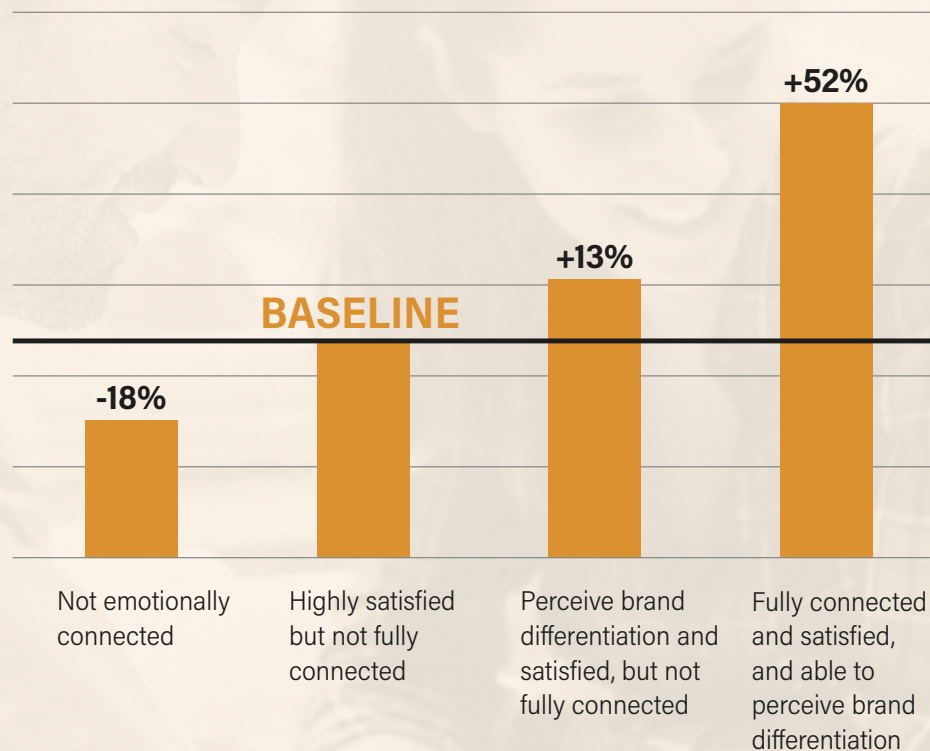


De waarde van emotionele connectie

Customer Value, in relation to highly satisfied customers



The increased value of fully connected customers relative to highly satisfied ones varies by category. Here are the values for the nine categories sampled.

Household cleaner purchases +103%	Tablet app purchases +82%	Credit card swipes +68%
Online retailer purchases +52%	Hotel room stays +41%	Discount store visits +37%
Consumer-banking products +35%	Fast-food visits +27%	Casino-gaming spending +37%