

US Fashion: Shoe Retailers

2017 Consumer Experiences & Competitive Benchmarks

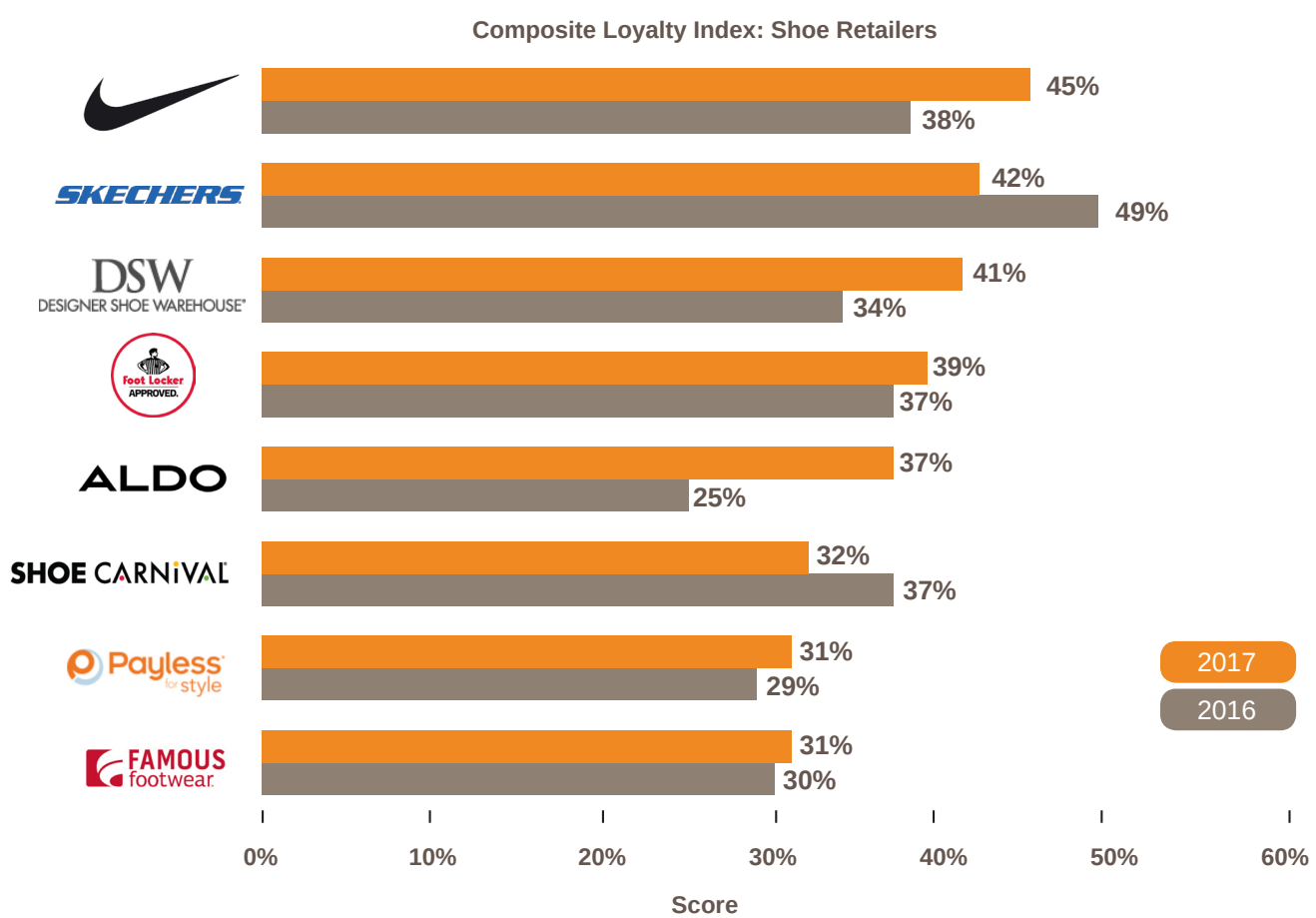
IN DECEMBER 2016, WE SURVEYED 10,714 US consumers and asked them about their fashion shopping habits including brand preference, brand engagement, problem experience and social media usage.

54% earn more than \$50k/year



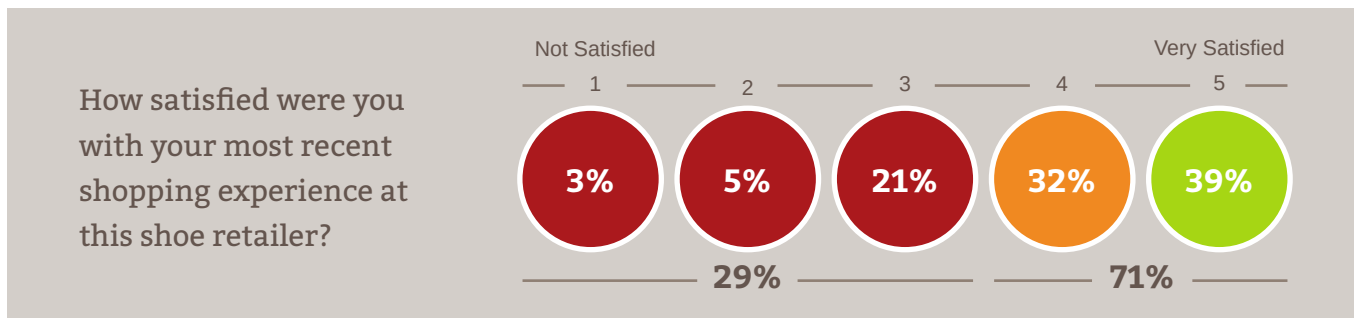
COMPETITIVE BENCHMARKS

Nike leads the composite loyalty index and is gaining ground



CUSTOMER EXPERIENCE

Almost **1 in 3** consumers were dissatisfied with their shoe shopping experience



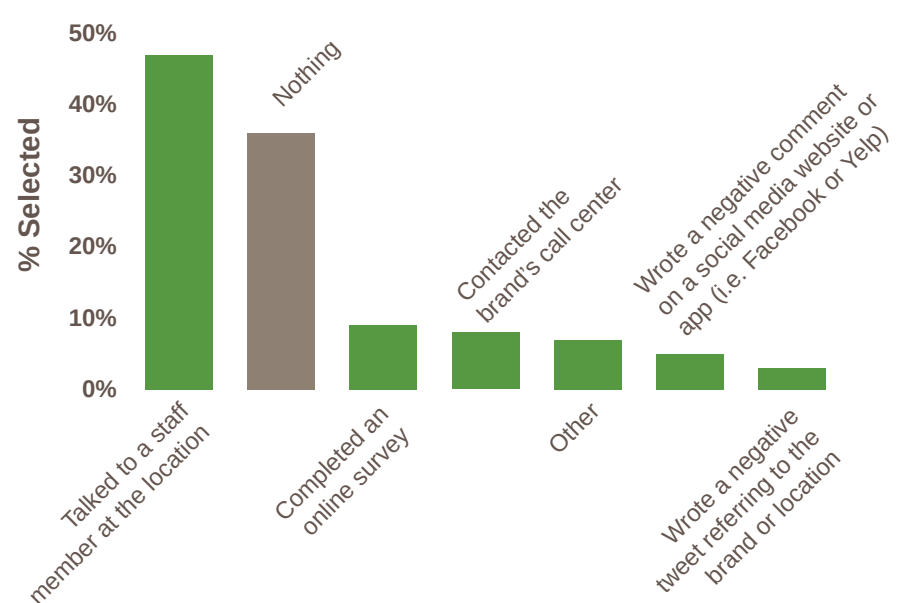
PROBLEM EXPERIENCES

Few customers experienced a problem; but over **1 in 3** did nothing about it!

Did you experience a problem during your most recent visit to this shoe retailer?



Which of the following did you do to address your problem? (Please check all that apply)



It's not OK just to be OK!

“Delighted” customers are **2.7 times more** likely to recommend than those who are “just satisfied”. Excellence makes a difference!

