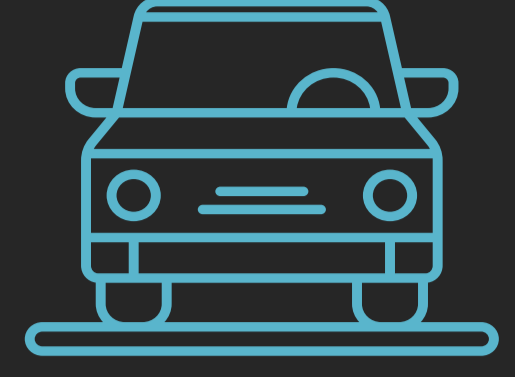


# Customer Reviews in the Automotive Sector

## Understanding Key Drivers of Sentiment

The last two years have ripped up the rule book when it comes to connecting with customers. So Feefo, the world's largest provider of verified reviews, has analysed tens of thousands of car-related customer reviews from the period to find out exactly what's working for people buying vehicles, having them serviced, ordering spares, and so on. We also looked at what's not working, and where businesses should be focusing their energies to outperform their competitors.

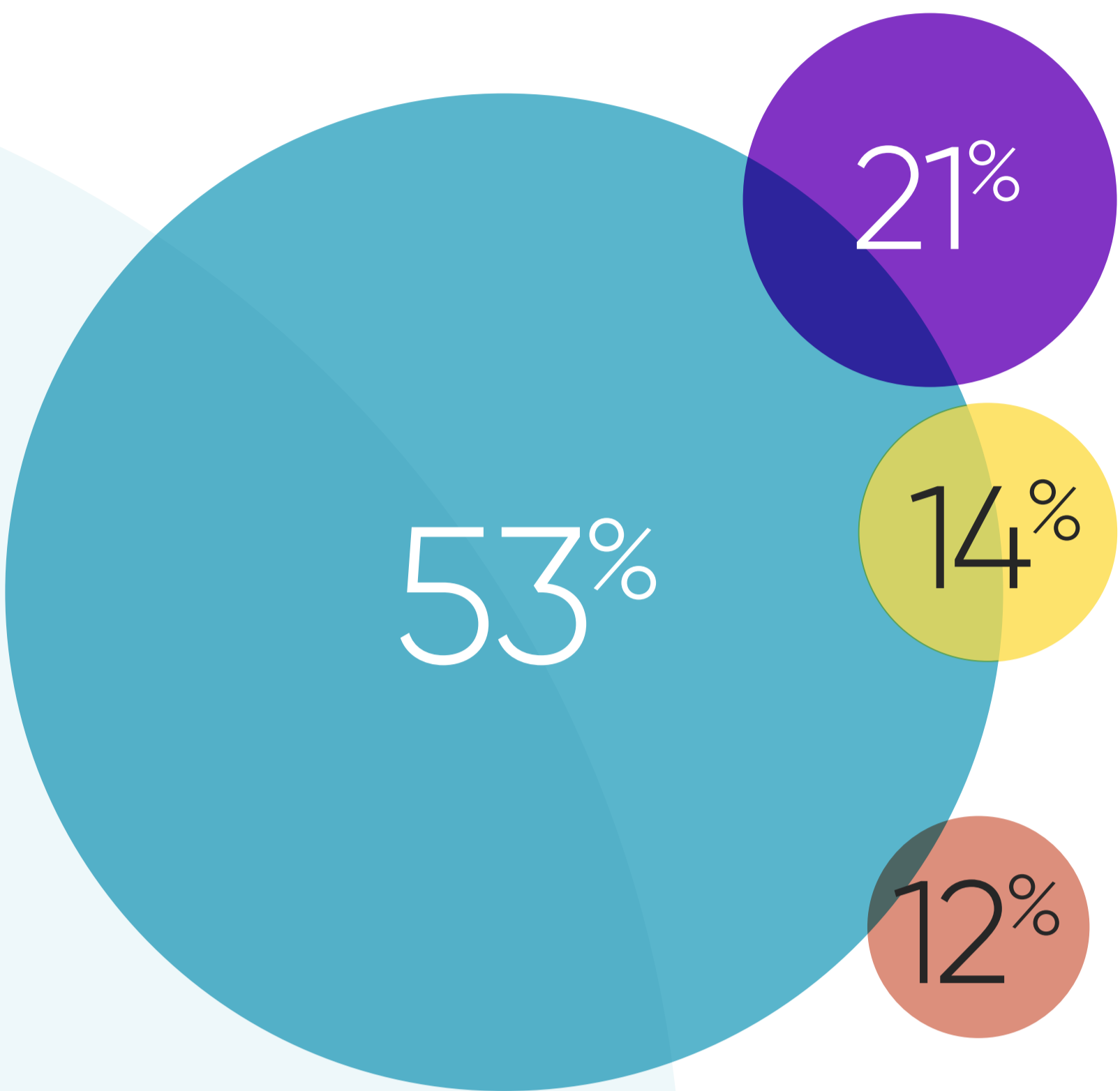


Automotive is the **only sector where product issues are the most significant driver of star-rating variance**. At 53%, product quality is nearly five times more important than in retail (11%), four times more important than in FMCG (13%), and almost three times more important than in home & garden (19%).

### Key drivers:

Key drivers of customer sentiment in the automotive sector show where companies should invest to improve the customer experience they offer.

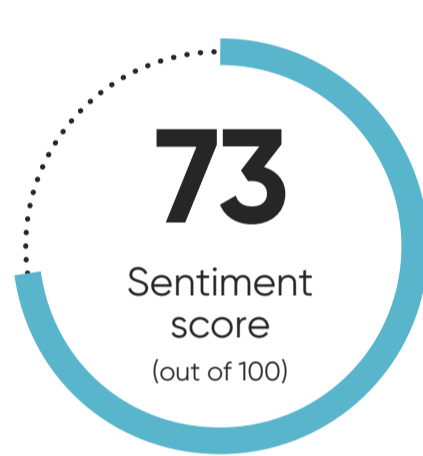
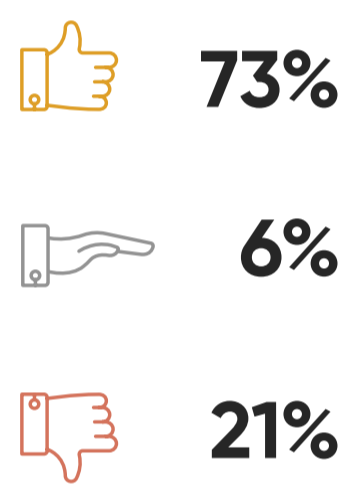
● Issue with product/condition of vehicle	53%
● Customer service (quality of staff)	21%
● Digital experience (website/online processes)	14%
● Excellent overall experience	12%



**Product quality is paramount** in the automotive sector. Customers care about the smallest details.

"Car paint on bonnet was damaged by bird droppings before delivery, and car was sold with paint protection which sealed in hologram marks in the paint. I was sent to a local paint repair shop who attempted to polish out the main mark, but it returned after the car was left in the sun. This destroyed my new car excitement and enjoyment. I sold the car back to garage as I could not live with the defects." – Two-star review

#### #1 Issues with product/condition of vehicle



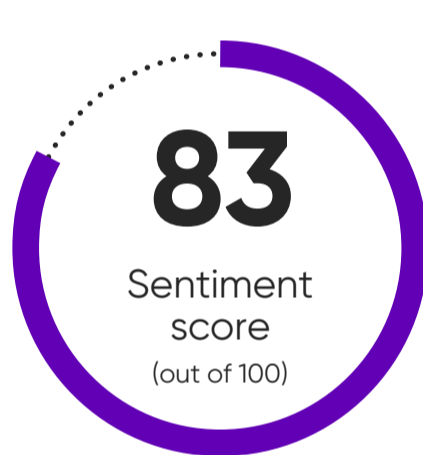
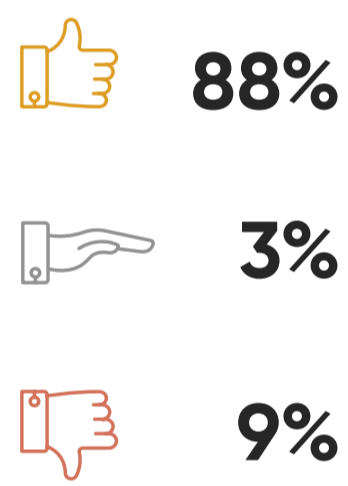
##### People like

- Vehicles without faults
- Spotlessly clean cars

##### People dislike

- Cars being delivered with less than a full tank of fuel
- Cars being delivered dirty
- Poor-quality detailing

#### #2 Customer service (quality of staff)



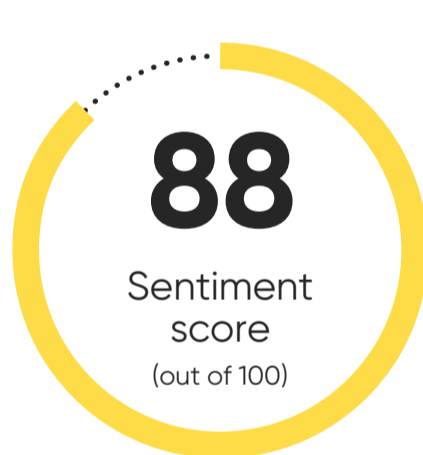
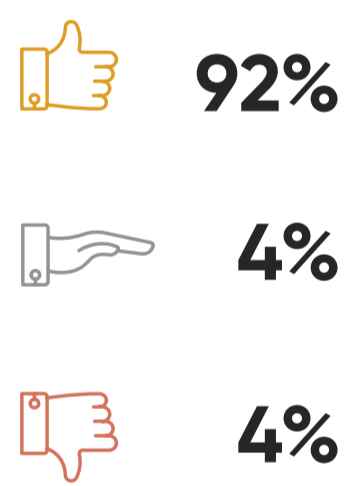
##### People like

- High-quality, informed, customer service
- Staff prepared 'to go the extra mile'
- Sales people who aren't pushy

##### People dislike

- Manuals, service records, spare keys and other promised items not delivered with vehicle
- Being kept waiting for a test drive, or test drives with conditions attached

#### #3 Digital experience



##### People like

- Websites that are easy to use
- Seamless online processes and clarity on timings

##### People dislike

- Negative and unaddressed reviews that can make them feel unnecessarily sceptical
- Clunky websites which make it hard to find the right information

## Key insights for automotive brands

- Getting a car, either new or second-hand, leased or bought outright, is a significant event for most people. **Making sure nothing, however trivial, spoils their 'new-car excitement' will avoid a lot of ill-feeling.**
- Having a website that is easy to use has become a hygiene factor. Despite all the hype around the growth of online car buying, **good customer service is significantly more important than a good website.**
- Nurture good employees. People still buy from people, and the reviews demonstrate the **strong affinity that builds up between customers and the people they feel looked after them** during their path to purchase.

## Methodology



Machine learning technology was used to analyse the text in more than 5.1 million customer reviews between May 2019 and October 2021 to determine the key drivers of sentiment for eight sectors, including automotive. Regression analysis was then used to determine the relative impact of each factor in driving the star-rating variance.



Feefo and London Research would like to thank Wordnerds for the use of their technology platform to help analyse the content of reviews.

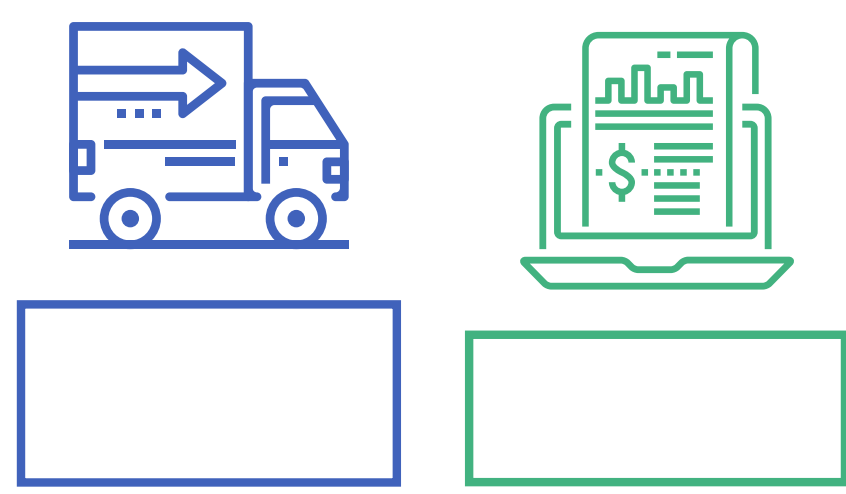
Download the full [Customer Review Study](#)



# Customer Reviews in the Business Services Sector

## Understanding Key Drivers of Sentiment

The last two years have ripped up the rule book when it comes to connecting with customers. So Feefo, the world's largest provider of verified reviews, has analysed hundreds of thousands of business services customer reviews from the period to find out exactly what's working for people buying the products and services they need to help them run their business. We also looked at what's not working, and where companies in the sector should be focusing their energies to outperform their competitors.

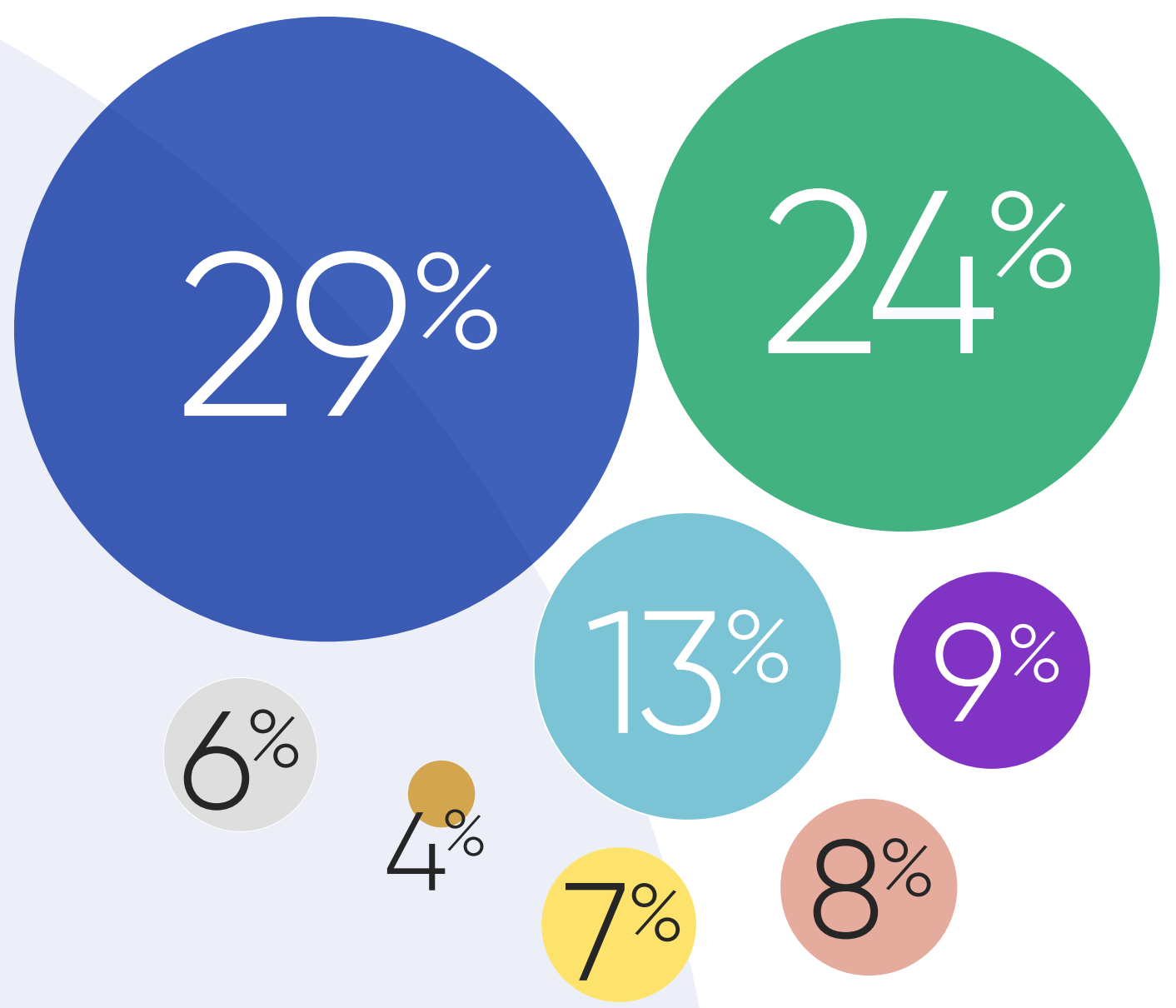


Unlike B2C sectors, **the B2B sales and purchase experience comes a close second to delivery in importance.** Care taken delivering a high-quality customer experience during the sales process drives a more positive customer sentiment in B2B than it does in B2C.

### Key drivers:

Key drivers of customer sentiment in the business services sector show where companies should invest to improve the customer experience they offer.

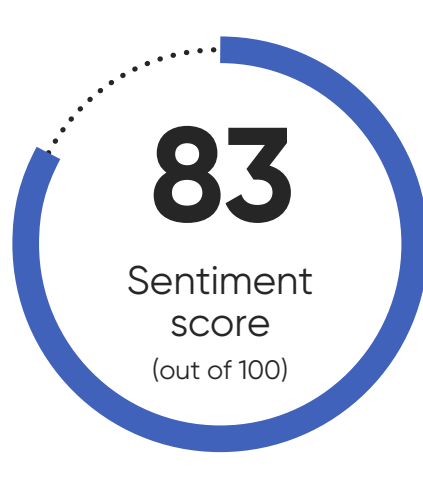
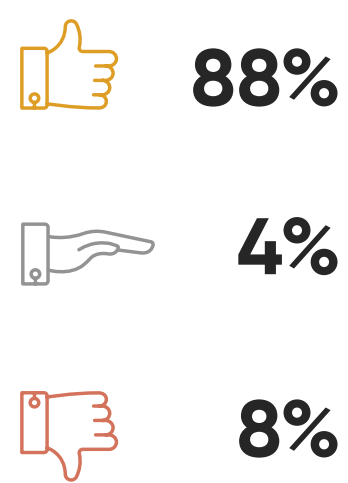
● Delivery issue resolution	29%
● Sales/application processes	24%
● Renewal processes/cost	13%
● Customer service (helpful staff)	9%
● Overall service and delivery	8%
● Website/online processes	7%
● Product features	4%
● Other	6%



The sales process is more complex in B2B than in B2C, but **simplifying it drives higher customer satisfaction.**

"The process has been simplified over the years. The portal now makes it a lot easier to complete than before, and the indicators to show where you need to expand the application or upload more evidence are great." – Five-star review

#### #1 Delivery issue resolution



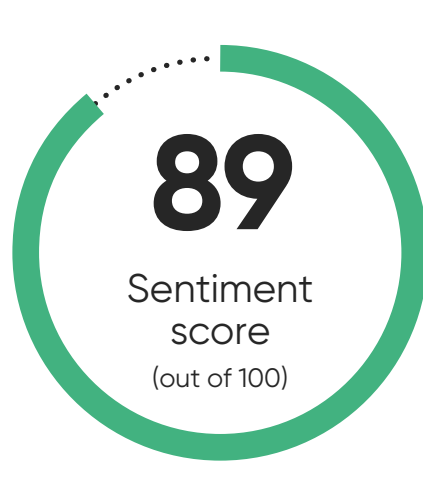
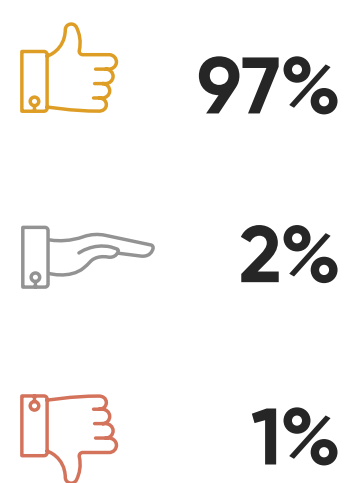
##### People like

- Prompt and helpful customer service
- Help from start to finish
- Having their questions answered

##### People dislike

- Mistakes that shake their confidence in the supplier
- Parcels getting lost in transit
- Slow responses

#### #2 Sales / application processes



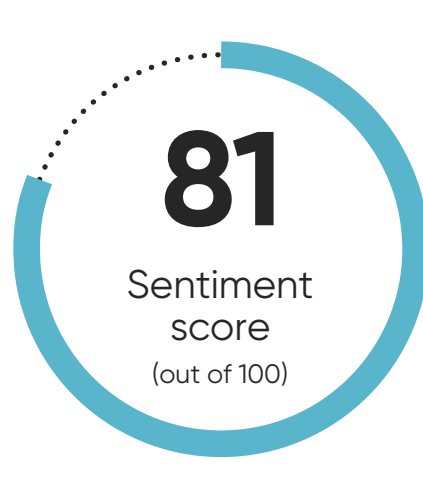
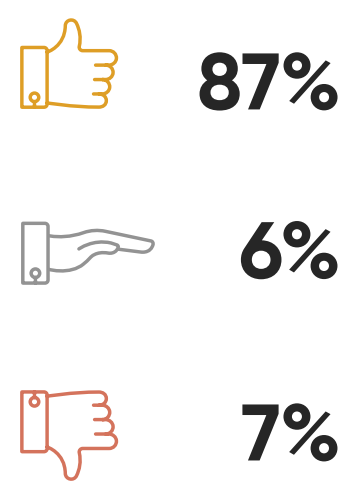
##### People like

- Websites that are easy to use
- Seamless processes that make their professional lives easier
- Competitive pricing

##### People dislike

- Unintuitive websites
- Filling in complicated forms

#### #3 Renewal processes / cost



##### People like

- Friendly, professional, helpful staff
- Having their issues dealt with quickly

##### People dislike

- Premiums that increase every year
- Waiting for several days to be called back
- Having to fill in too many forms

## Key insights for business services brands

1

Quality of customer service is key in this sector. **It's responsible for driving almost half the variance in customer sentiment**, and it's implicit in how customers feel about both sales and renewal processes.

2

Customers want a dialogue with their suppliers. **Rather than just discovering their renewal costs have gone up**, for example, **they expect to be told why**. And they don't expect to be kept waiting for days for a response to their queries.

3

Business customers aren't penny-pinchers. They want competitive prices, but **they're happy to pay extra to get exactly what they want**.

## Methodology

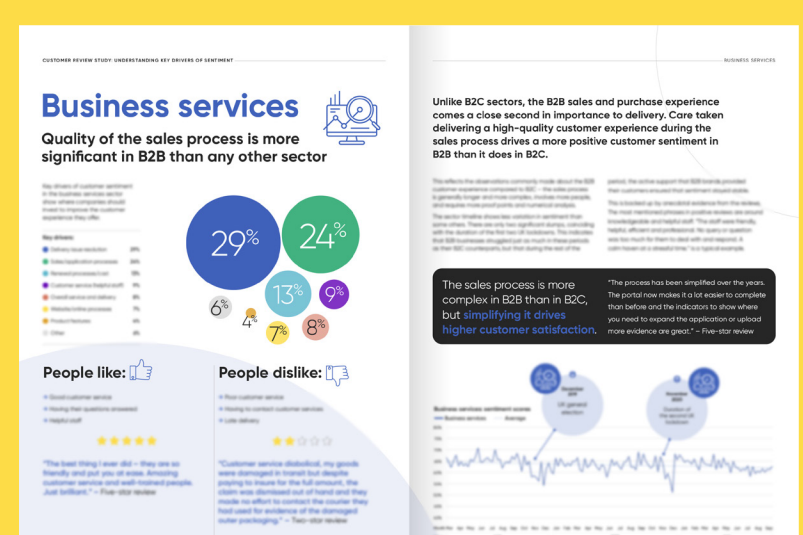


Machine learning technology was used to analyse the text in more than 5.1 million customer reviews between May 2019 and October 2021 to determine the key drivers of sentiment for eight sectors, including business services. Regression analysis was then used to determine the relative impact of each factor in driving the star-rating variance.



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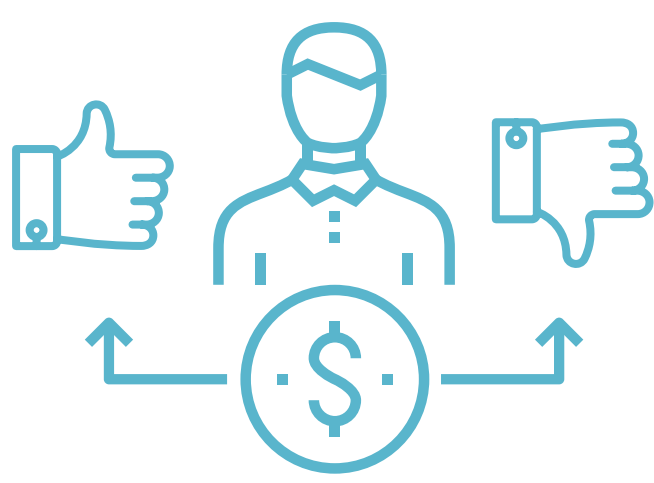
Download the full [Customer Review Study](#)



# Customer Reviews in the Financial Services Sector

## Understanding Key Drivers of Sentiment

The last two years have ripped up the rule book when it comes to connecting with customers. So Feefo, the world's largest provider of verified reviews, has analysed hundreds of thousands of financial services customer reviews from the period to find out exactly what's working for people when they're managing their banking, insurance policies and other financial affairs. We also looked at what's not working, and where businesses should be focusing their energies to outperform their competitors.

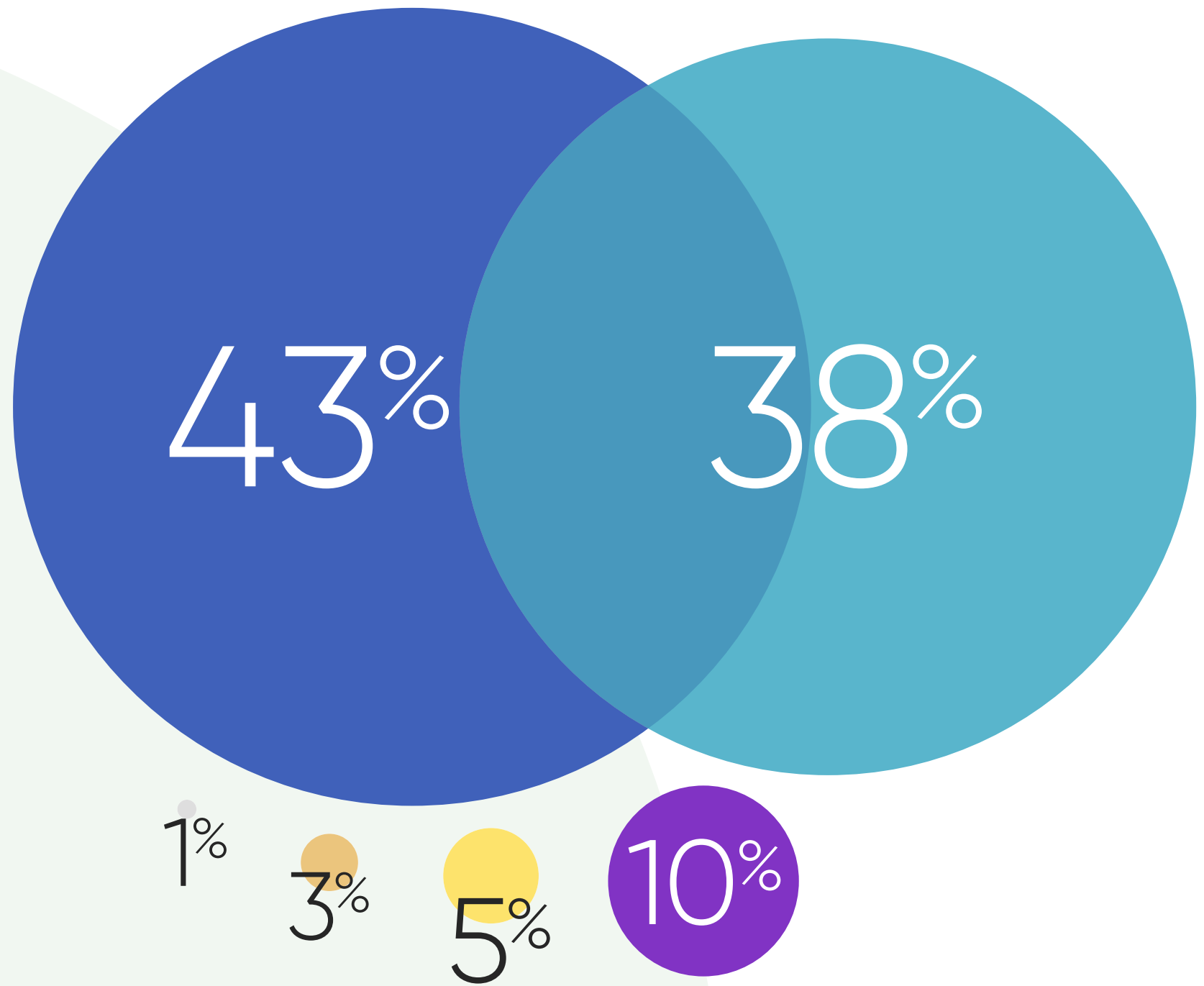


**Pricing (38%) is a far more important driver of customer sentiment in financial services** than other sectors, ranking just behind issue resolution. Travel, where rates and rewards drive 19% of customer sentiment, is the only other sector where pricing plays a significant role in determining the customer experience.

### Key drivers:

Key drivers of customer sentiment in the financial services sector show where companies should invest to improve the customer experience they offer.

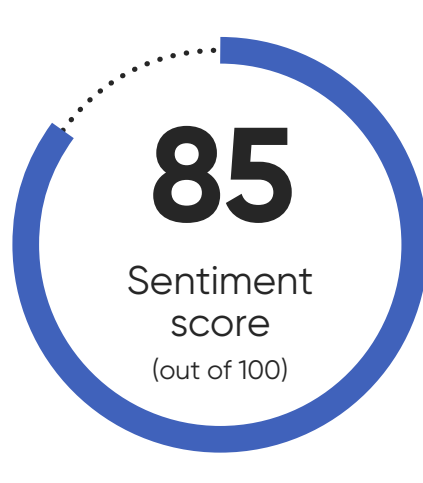
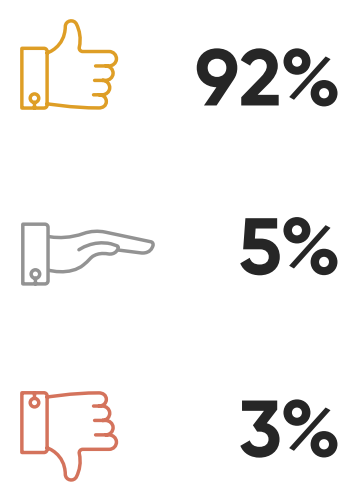
Issue resolution	43%
Pricing/rates	38%
Customer service (helpful staff)	10%
Website/online processes	5%
Good communication	3%
Other	1%



**Price matters to customers, but they want great service too.**

"Easy to use and excellent customer service. Heard brilliant things about the company. Very competitive price too." – Four-star review

#### #1 Issue resolution



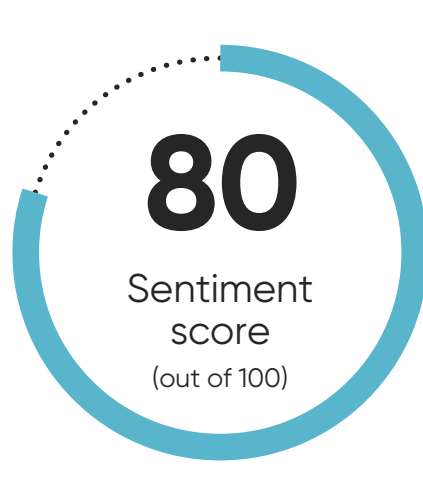
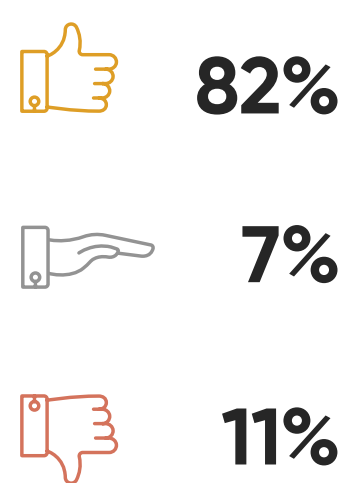
##### People like

- Having all their questions answered
- Being looked after from the start of the process to the finish
- Quick and easy processes

##### People dislike

- Filling in complicated forms
- Issues with policy renewal, including auto-renewals and year-on-year price increases

#### #2 Pricing/rates



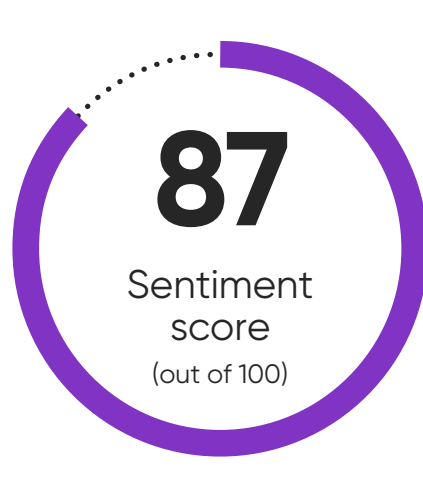
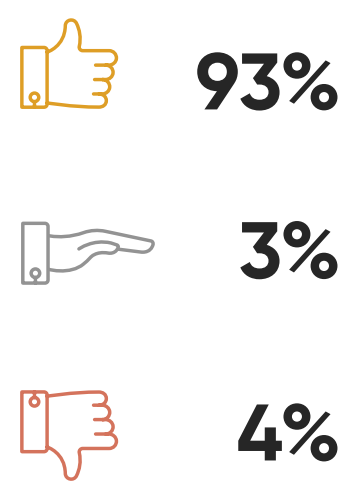
##### People like

- Competitive and transparent pricing
- Getting a good deal

##### People dislike

- Companies increasing renewal premiums without explanation
- Having to phone to get a better quote for renewals
- Being charged to cancel a policy

#### #3 Customer service/helpful staff



##### People like

- Staff who can answer all their questions
- Being kept in the loop
- Companies that put the customer first

##### People dislike

- Staff who are unhelpful or lack the required specialist knowledge
- Being taken advantage of, especially when they are loyal customers
- Emails going unanswered

## Key insights for financial services brands

1

Think holistically about customer sentiment. Even **though 'good communication' appears to be of minimal importance** as a standalone driver (3%), **reviews reveal it to be an integral part of how customers feel about pricing and rates (38%)**. Explaining to customers why prices have gone up, for example, will mitigate the effect of the rise on how they feel about you.

2

**The rise of comparison sites means people place a higher value on their loyalty than ever before.** They expect something from the company in return, whether that's a loyalty bonus or not being taken for granted.

3

A particular bugbear for customers is companies which are quick to bombard them with marketing messages and renewal notices, but drag their feet in delivering their service. **Consider rethinking key performance indicators and incentives to reward retention above acquisition.**

## Methodology

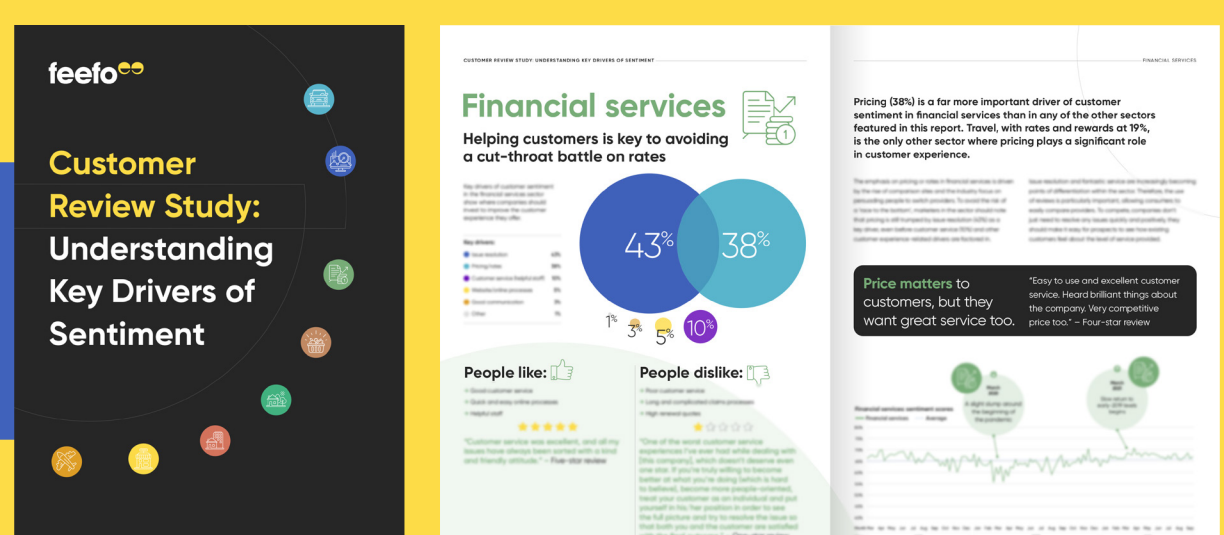


Machine learning technology was used to analyse the text in more than 5.1 million customer reviews between May 2019 and October 2021 to determine the key drivers of sentiment for eight sectors, including financial services. Regression analysis was then used to determine the relative impact of each factor in driving the star-rating variance.



Feefo and London Research would like to thank Wordnerds for the use of their technology platform to help analyse the content of reviews.

Download the full [Customer Review Study](#)



# Customer Reviews in the FMCG Sector Understanding Key Drivers of Sentiment

The last two years have ripped up the rule book when it comes to connecting with customers. So Feefo, the world's largest provider of verified reviews, has analysed hundreds of thousands of customer reviews relating to fast-moving consumer goods to find out exactly what's working for customers, as well as what isn't. We also examined where businesses should be focusing their energies to outperform their competitors.

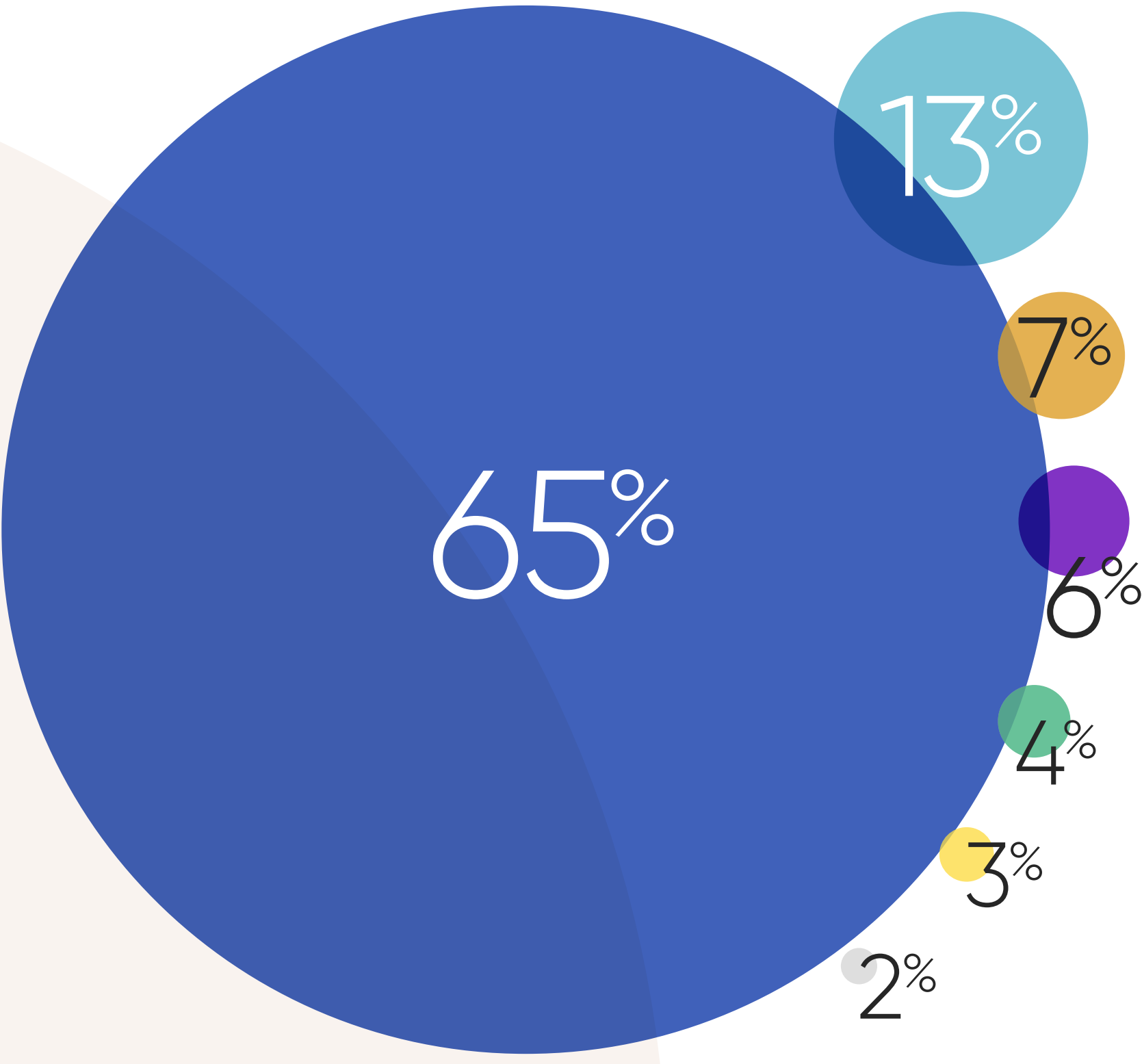


**Delivery issues dominate the FMCG sector more than in any other industry** – they are five times more important than product quality in driving the variance in sentiment. Collecting and sharing reviews that focus on service as well as product quality is therefore critically important for ongoing success.

## Key drivers:

Key drivers of customer sentiment in the FMCG sector show where companies should invest to improve the customer experience they offer.

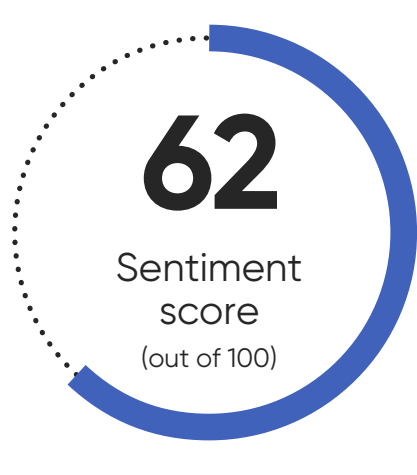
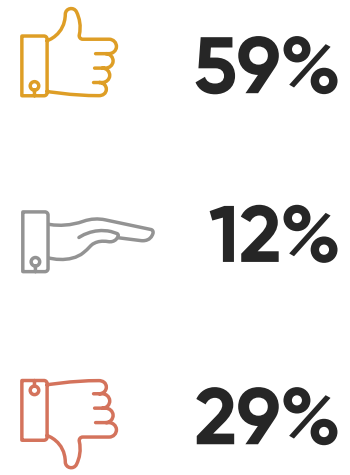
● Delivery issue resolution	65%
● Product quality	13%
● Good range of products	7%
● Customer service (helpful staff)	6%
● Timeline delivery	4%
● Website/app/online processes	3%
● Other	2%



Embrace complaints as a way of reassuring other customers that **any issues they have will be resolved quickly and easily.**

"Prompt delivery, helpful driver. Unfortunately two items were missing. We phoned the shop and the manager answered. He was very polite and helpful; arranged a refund and even offered to deliver one of the missing items himself." – Four-star review

### #1 Delivery issue resolution



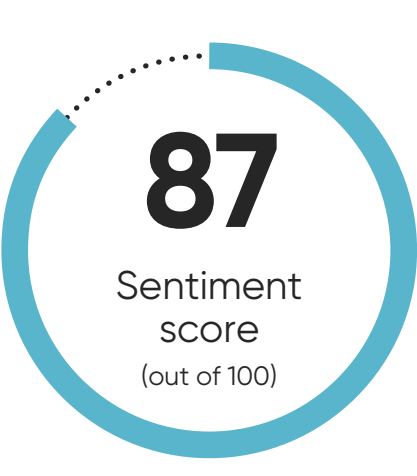
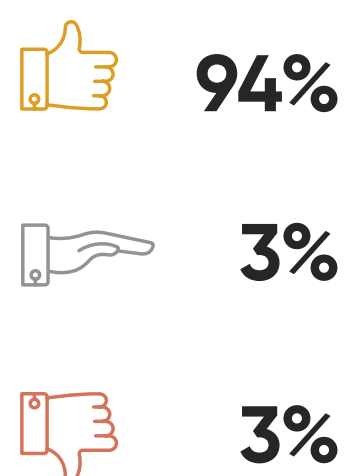
#### People like

- High-quality, responsive customer service
- Websites that help them address issues
- Quick delivery

#### People dislike

- Customer service that is slow, unhelpful, or simply ignores emails
- Items missing from delivery
- Ordering items that turn out not to be in stock

### #2 Product quality



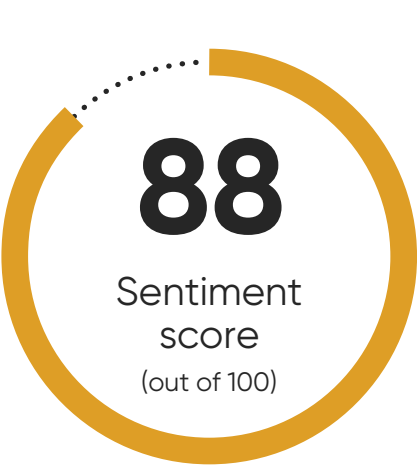
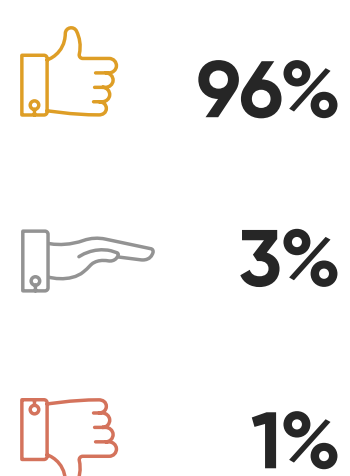
#### People like

- High-quality products
- Goods bought at competitive prices

#### People dislike

- Fresh food delivered that is close to its expiry date or past it
- Missing items
- Damaged products

### #3 Good range of products



#### People like

- Good choice at reasonable prices
- Websites that describe products accurately and make them easy to find and add to basket

#### People dislike

- Items missing or out of stock
- Limited choice around what they can buy

## Key insights for FMCG brands

1

Improve your delivery operation. **The way delivery issues are resolved is the key driver of customer sentiment in the FMCG sector**, meaning that companies should prioritise both the prevention and resolution of problems. **This is particularly significant given customers are much less positive about the way companies perform around delivery issues** than they are about either of the other leading drivers of sentiment (range and quality of products).

2

**Don't treat online shoppers as second-class customers.** Using them as a dumping ground for expired or almost-expired produce is unfair, while not keeping stock levels updated online is guaranteed to annoy. And both are short-sighted when ecommerce is continuing to grow.

3

Don't think in silos. Customers see missing items as a delivery issue, but **they're really a problem to be solved by better stock control** rather than better complaint handling.

## Methodology

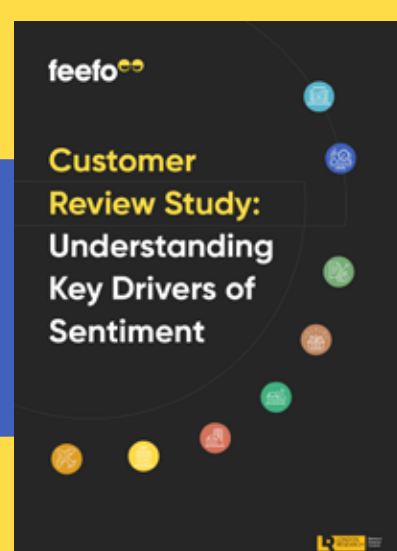


Machine learning technology was used to analyse the text in more than 5.1 million customer reviews between May 2019 and October 2021 to determine the key drivers of sentiment for eight sectors, including FMCG. Regression analysis was then used to determine the relative impact of each factor in driving the star-rating variance.

wordnerds

Feefo and London Research would like to thank Wordnerds for the use of their technology platform to help analyse the content of reviews.

Download the full [Customer Review Study](#)



# Customer Reviews in the Home & Garden Sector

## Understanding Key Drivers of Sentiment

The last two years have ripped up the rule book when it comes to connecting with customers. So Feefo, the world's largest provider of verified reviews, has analysed hundreds of thousands of customer reviews from the home & garden sector over the period, to find out exactly what's working for customers, as well as what isn't. We also examined where businesses should be focusing their energies to outperform their competitors.

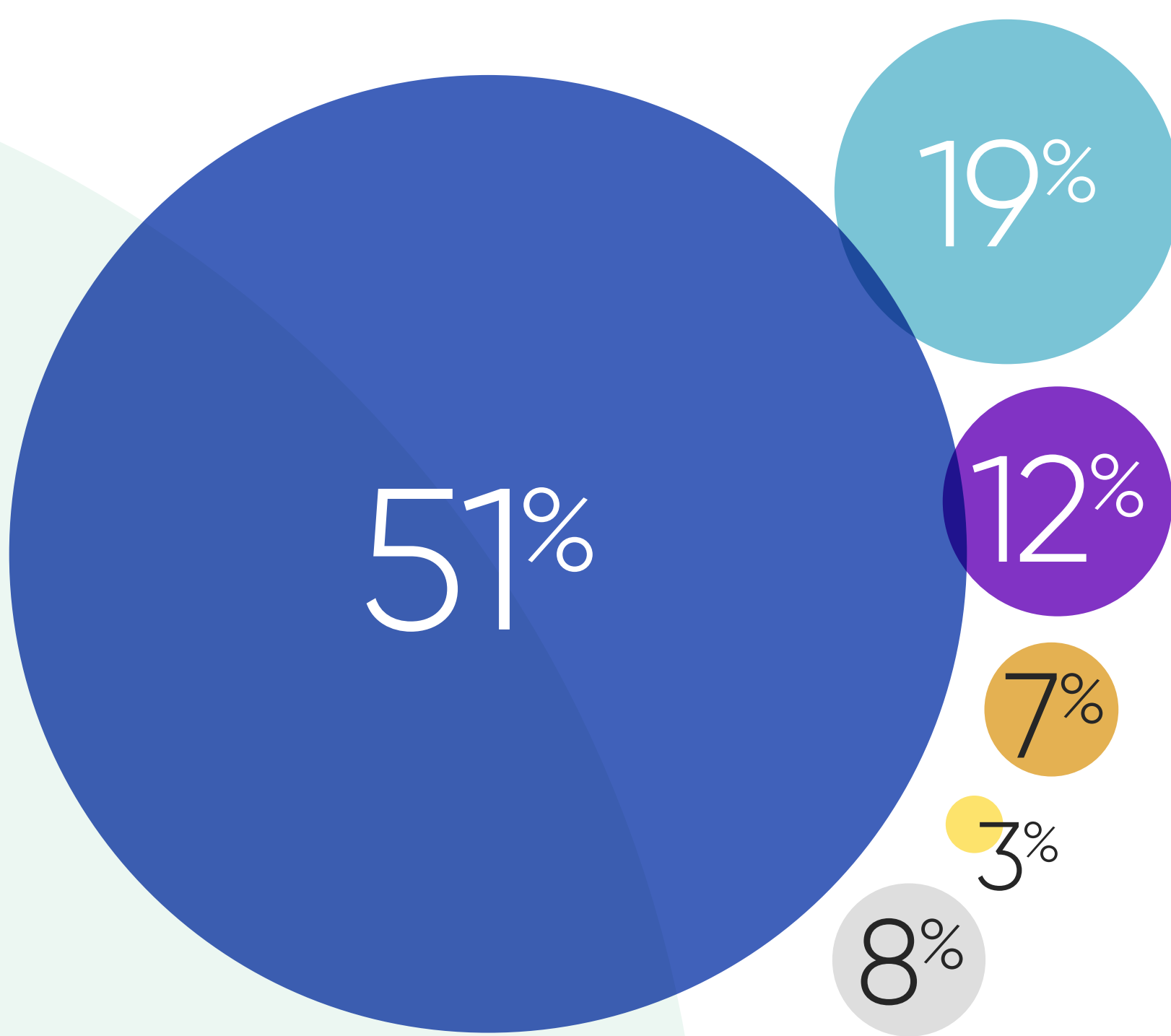


The drivers of customer sentiment in the home & garden sector are similar to those for the entire retail vertical, with both dominated by delivery issue resolution. **The major distinction in home & garden is that product quality is almost twice as significant as it is for retail as a whole.**

### Key drivers:

Key drivers of customer sentiment in the home & garden sector show where companies should invest to improve the customer experience they offer.

● Delivery issue resolution	51%
● Product quality	19%
● Customer service (helpful staff)	12%
● Packaging/products intact	7%
● Website/online processes	3%
● Other	8%

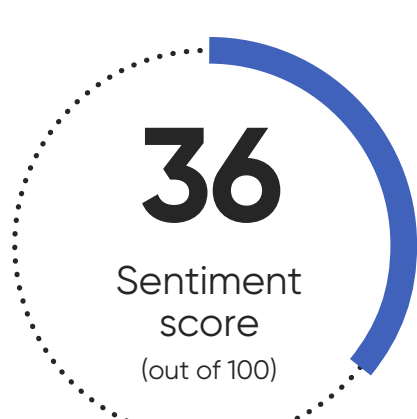
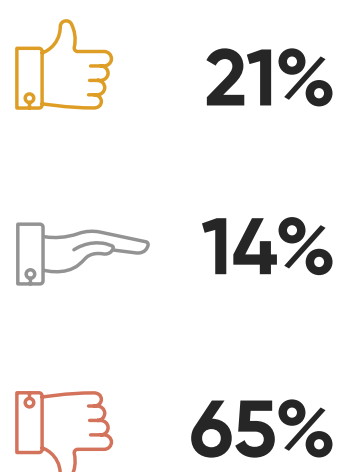


#### Reviews showing you address delivery issues can reassure nervous buyers.

But it's a fine balance between that and alienating prospective customers who might feel they can get better service elsewhere.

"Item arrived broken, then the customer service was worse than useless. Refund finally arrived after a good deal of phone calls. If you are not geared up to do efficient online, I would suggest you don't do it." – Two-star review

#### #1 Delivery issue resolution



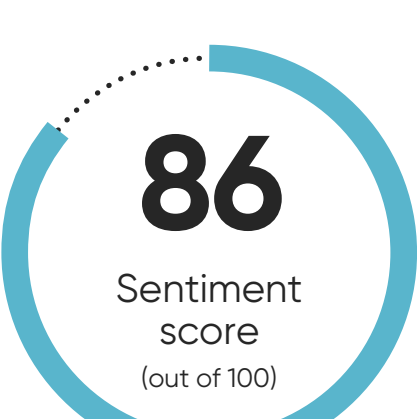
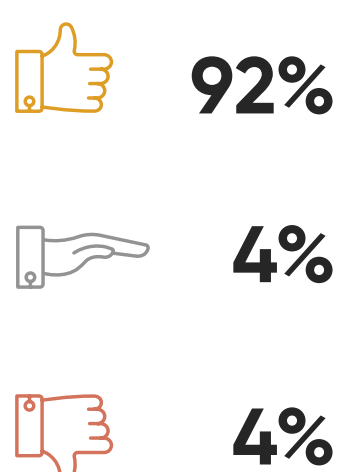
##### People like

- Customer service staff who apologise for the problem and fix it quickly
- Seamless all-round service
- Websites that help you resolve issues

##### People dislike

- Slow and unhelpful customer service departments
- Companies not responding to email queries and complaints
- Unexplained delays to delivery after placing an order

#### #2 Product quality



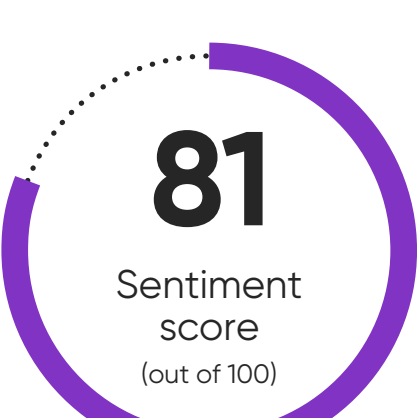
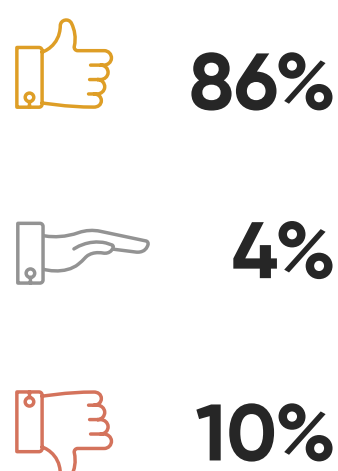
##### People like

- Well-packaged, healthy plants
- Products arriving in good condition

##### People dislike

- Items missing from delivery
- Badly-packaged or damaged goods

#### #3 Customer service (helpful staff)



##### People like

- Friendly, helpful staff
- Having problems dealt with quickly and professionally

##### People dislike

- Slow replies to queries – or no reply at all
- Difficulty placing orders

## Key insights for home & garden brands

1

Look at customer responses in detail. **Delivery issue resolution appears to be the key area to invest in**, because it's such a significant driver and customers feel it's being done badly. But **digging into the reviews suggests the main problems are in packaging and handling** – particularly for fragile items. Sort those out and there will be fewer delivery problems to resolve.

2

Set service levels – and stick to them. **Reviews show people are happy with the customer service they get when they speak to someone**, but if they can't get through or their emails aren't answered, it's much harder for customer service staff to turn them into advocates.

3

**Alert customers to delivery issues** – such as delays and missing items – as soon as you're aware of them. **Don't wait for the complaints.**

## Methodology

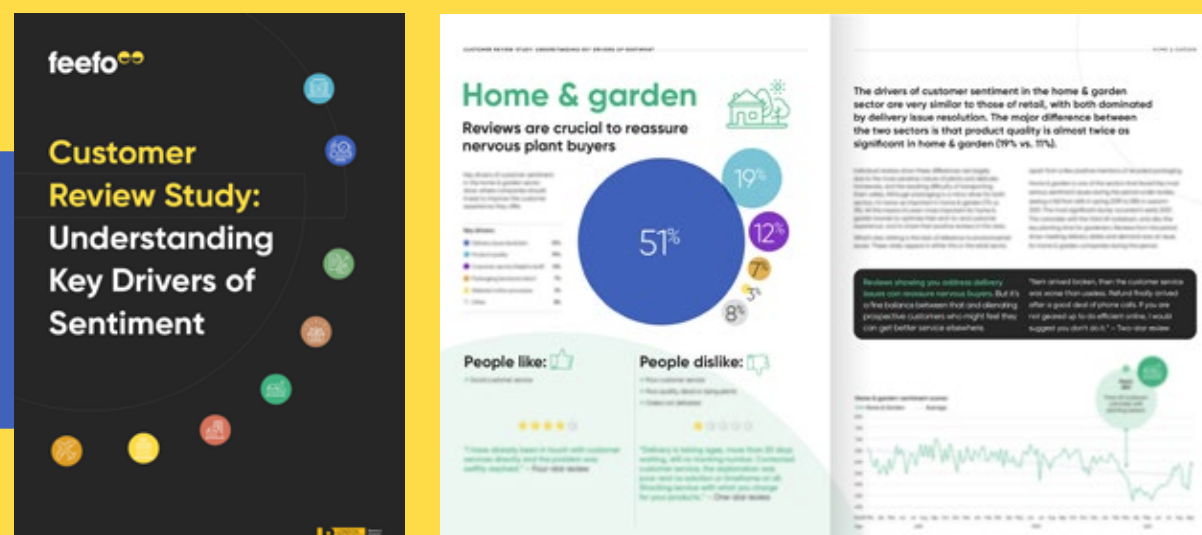


Machine learning technology was used to analyse the text in more than 5.1 million customer reviews between May 2019 and October 2021 to determine the key drivers of sentiment for eight sectors, including home & garden. Regression analysis was then used to determine the relative impact of each factor in driving the star-rating variance.



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Download the full [Customer Review Study](#)



# Customer Reviews in the Property Sector

## Understanding Key Drivers of Sentiment

The last two years have ripped up the rule book when it comes to connecting with customers. So Feefo, the world's largest provider of verified reviews, has analysed tens of thousands of property sector customer reviews from the period to find out exactly what's working for customers, as well as what isn't. We also examined where businesses should be focusing their energies to outperform their competitors.

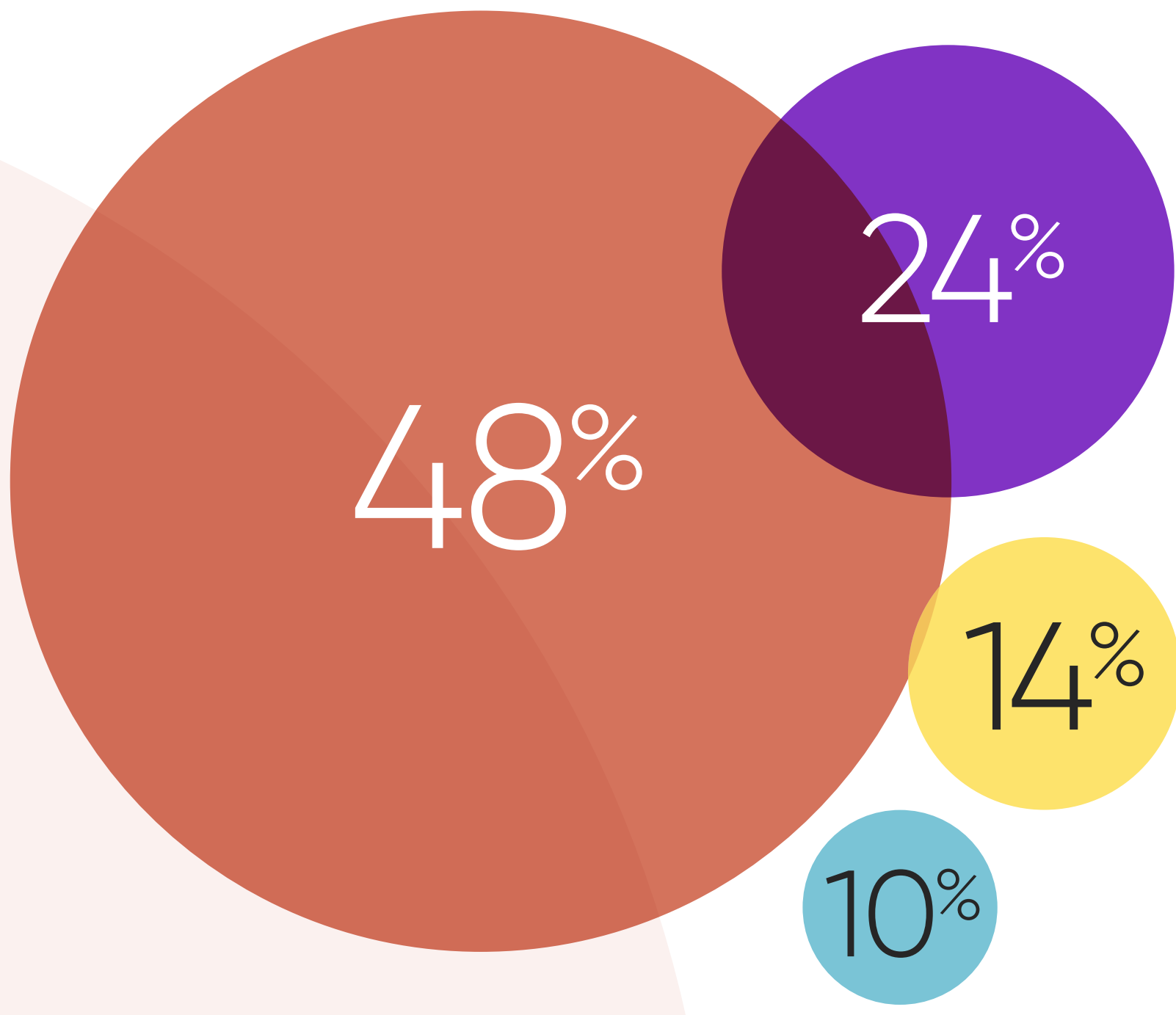


In the property sector, the purchase or rental experience is (almost) everything. Satisfaction with the resulting property – rather than the experience on the path to purchase – accounts for just 10% of the variance in star ratings. **Instead, it's all about the quality of service.**

### Key drivers:

Key drivers of customer sentiment in the property sector show where companies should invest to improve the customer experience they offer.

- Negative experience with agent 48%
- All-round professional service 24%
- Communication and query handling 14%
- Satisfaction with property or deal 10%

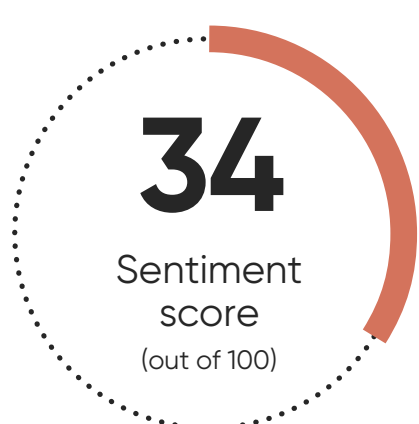


**Addressed right, bad reviews can be good for business.** But in sectors with a poor reputation, good reviews are even better.

"In the past six months we have had dealings with many estate agents and others involved in the conveyancing process. Almost without exception we have been disappointed (sometimes extremely) with our experiences. This company has been the exception. They have been professional, helpful, friendly and knowledgeable throughout. They have made a very stressful time bearable. I so wish we had sold our property through them." – Four-star review

#### #1 Negative experience with agent

- 13% (thumbs up)
- 23% (hand pointing)
- 64% (thumbs down)



##### People like

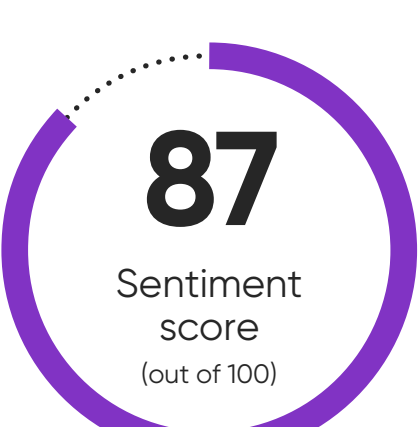
- Good service from start to finish
- Professional, knowledgeable agents
- Companies that respond to feedback about poor agent experience

##### People dislike

- Rude, disinterested agents
- Lack of communication
- Feeling like they're doing all the estate agent's work for them

#### #2 All-round professional service

- 93% (thumbs up)
- 2% (hand pointing)
- 5% (thumbs down)



##### People like

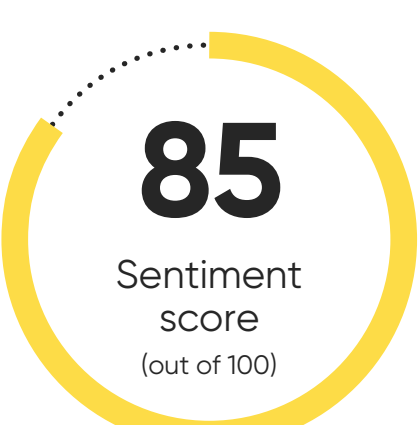
- Helpful, knowledgeable staff
- Smooth and seamless processes
- Houses sold quickly for a good price

##### People dislike

- Unmotivated sales staff
- Paying fees upfront, or 'hidden' fees

#### #3 Communication and query handling

- 91% (thumbs up)
- 4% (hand pointing)
- 5% (thumbs down)



##### People like

- Friendly, efficient estate agents
- Having their questions answered and concerns addressed
- Issues dealt with quickly and efficiently

##### People dislike

- Having to chase estate agents to get things done
- Poor communication from agents
- Websites or apps that are slow or don't work properly

## Key insights for property brands

1

**Customers want an agent who cares.** A common theme in the reviews is customers with a history of disappointment with estate agents being wowed by someone who is motivated to sell their house and looks after them throughout the process.

2

Proactive communication is crucial. **The biggest problem underlying negative experiences is lack of communication from the agent**, which is perceived as indifference. In a process as complex and emotional as buying and selling property, lack of involvement on the agent's part is a cardinal sin.

3

**Get it right first time.** In sectors involving low-price transactions, it's easy to address problems in the process and turn complaints into advocacy. House buying isn't like that – **there's little you can do after completion to make customers feel better, so you have to live with the reviews you get.**

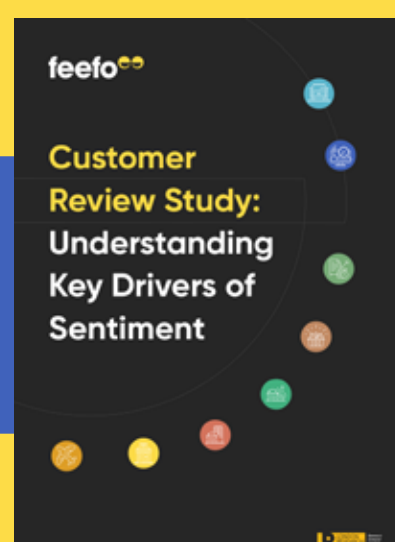
## Methodology



Machine learning technology was used to analyse the text in more than 5.1 million customer reviews between May 2019 and October 2021 to determine the key drivers of sentiment for eight sectors, including property. Regression analysis was then used to determine the relative impact of each factor in driving the star-rating variance.

Feefo and London Research would like to thank Wordnerds for the use of their technology platform to help analyse the content of reviews.

Download the full [Customer Review Study](#)



# Customer Reviews in the Retail Sector

## Understanding Key Drivers of Sentiment

The last two years have ripped up the rule book when it comes to connecting with customers. So Feefo, the world's largest provider of verified reviews, has analysed over a million retail customer reviews from the period to find out exactly what's working for customers, as well as what isn't. We also examined where businesses should be focusing their energies to outperform their competitors.

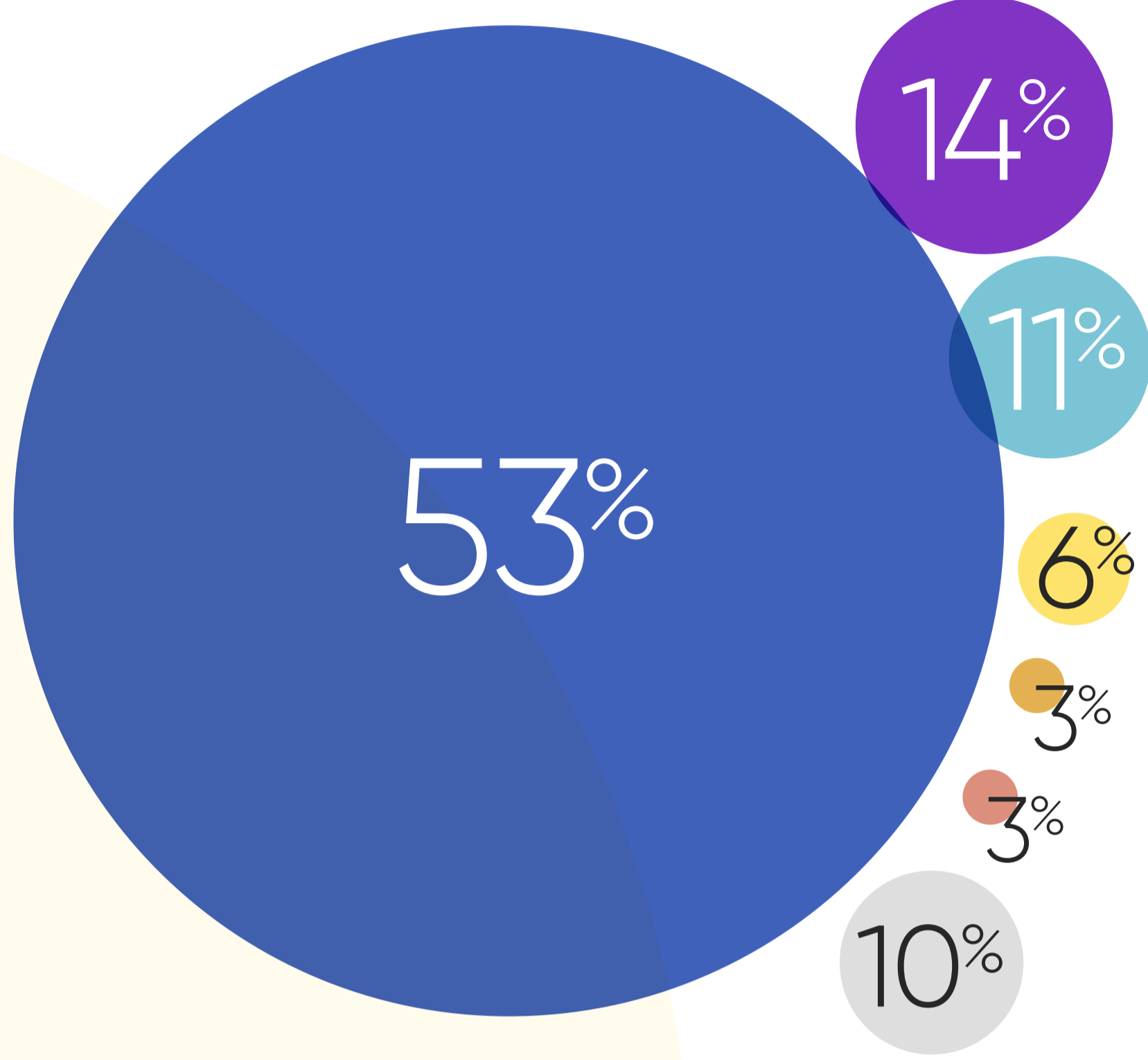


When people shop online, **a successful delivery outweighs every other consideration**. Delivery is nearly five times as important as a driver of positive customer sentiment than quality of product, and almost nine times more important than the actual online shopping experience.

### Key drivers:

Key drivers of customer sentiment in the retail sector show where companies should invest to improve the customer experience they offer.

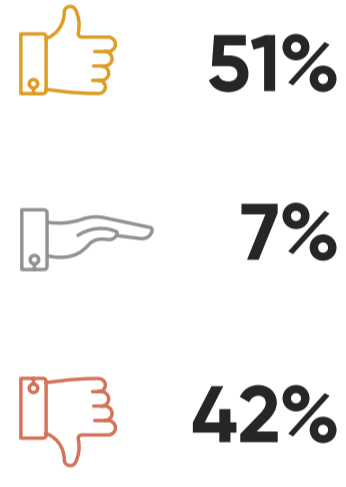
Delivery issue resolution	53%
Friendly/helpful staff	14%
Product quality	11%
Website/online processes	6%
Packaging	3%
Great overall service	3%
Other	10%



**Communication is key.** Customers are generally forgiving of delivery issues if they're kept informed about what's going on.

"Poor customer service, no updates, no-one explains to me even though I've asked where my delivery is. I downloaded the app and still no update. Literally been waiting nearly three weeks for my t-shirt and still waiting." – One-star review

#### #1 Delivery issue resolution



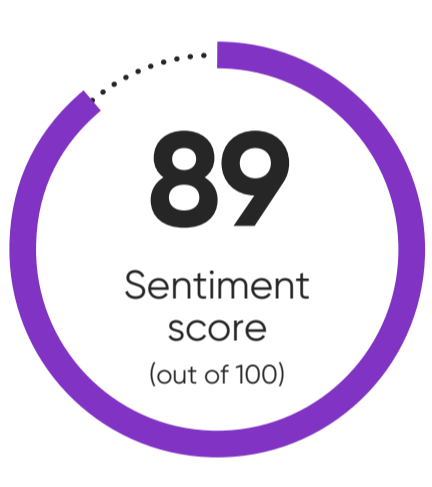
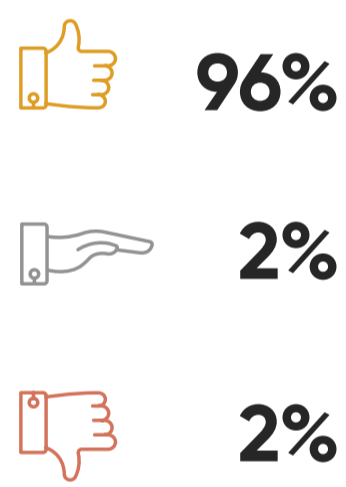
##### People like

- Being kept up-to-date on the progress of their delivery
- Prompt correction of mistakes made with their orders
- Courteous delivery drivers

##### People dislike

- Late deliveries
- No warning or explanation of delivery problems
- Unreliable or careless delivery companies

#### #2 Friendly/helpful staff



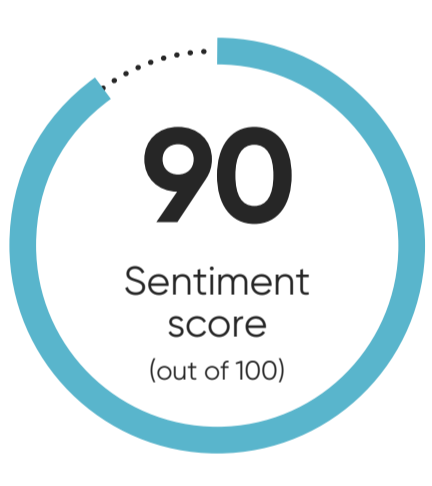
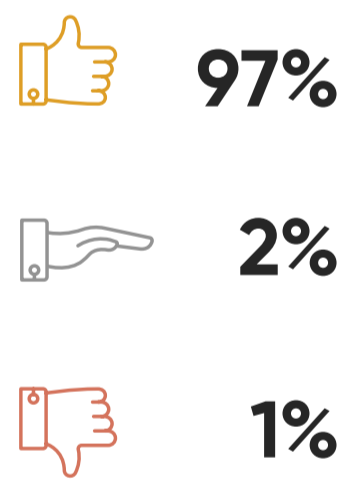
##### People like

- Polite and efficient staff
- Quick replacement of broken or incorrect items
- Clear communication

##### People dislike

- Customer service departments that are slow to respond, or don't respond at all
- Having to explain same problems to different people

#### #3 Product quality



##### People like

- Value for money
- Well-packaged goods
- Getting exactly what they hoped for

##### People dislike

- Orders damaged in transit
- Wrong-size items delivered
- Products not as advertised

## Key insights for retail brands

1

**Make sure your delivery arrangements are joined up.** Customers understand when delays are the delivery company's fault rather than the retailer's, but they still expect to be kept informed, and they'll always call you first.

2

Look for fixes ahead of the delivery stage. **How well delivery issues are resolved is crucial to customer sentiment**, but companies' performance in this area is mixed. Making sure your website has accurate sizing information and up-to-date stock levels will help, as will monitoring orders for customer mistakes.

3

Let your customer service staff do their job. **When disgruntled customers get through to customer service staff, they're almost always pleased with the result**, but at too many companies, messages go unanswered. If that's happening to you, find out why.

## Methodology



Machine learning technology was used to analyse the text in more than 5.1 million customer reviews between May 2019 and October 2021 to determine the key drivers of sentiment for eight sectors, including retail. Regression analysis was then used to determine the relative impact of each factor in driving the star-rating variance.



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# Customer Reviews in the Travel Sector Understanding Key Drivers of Sentiment

The last two years have ripped up the rule book when it comes to connecting with customers. So Feefo, the world's largest provider of verified reviews, has analysed hundreds of thousands of travel customer reviews from the period to find out exactly what's working for travellers – and what isn't – and where businesses should be focusing their energies to outperform their competitors.

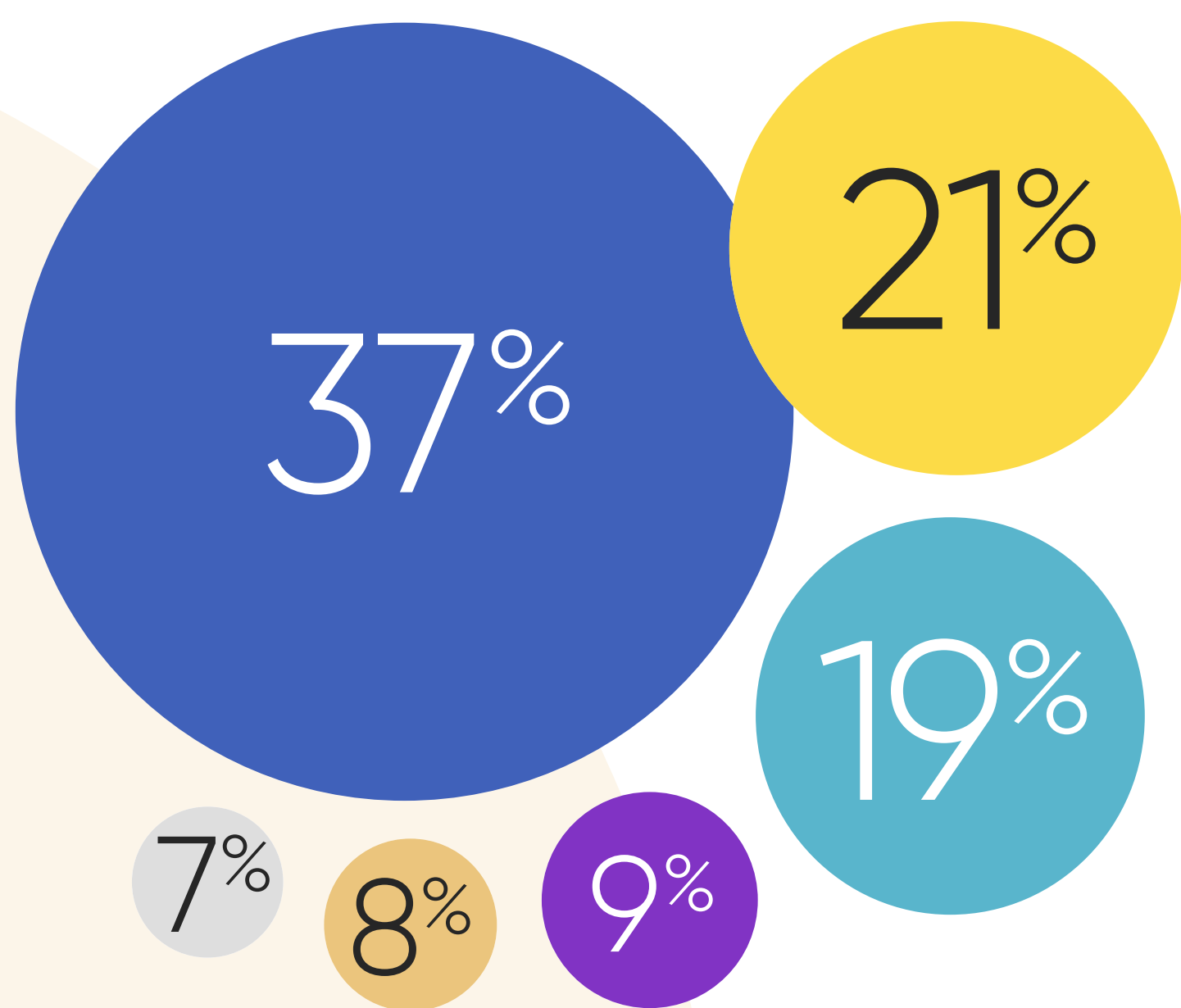


Travel was hugely disrupted by COVID-19, but during the pandemic more than **two-thirds of reviewers still gave their travel companies five stars**. Even in the initial stages, when flights were being cancelled and borders closed, positive sentiment towards the sector outweighed negative.

## Key drivers:

Key drivers of customer sentiment in the travel sector show where companies should invest to improve the customer experience they offer.

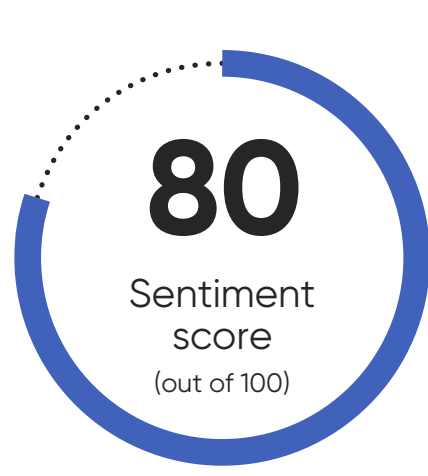
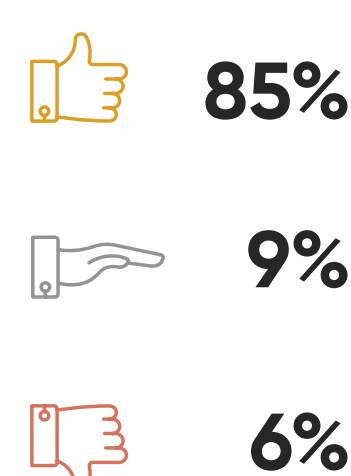
Issue resolution	37%
Booking process/website	21%
Rates and rewards (pricing)	19%
Customer service (quality of staff)	9%
Food and accommodation	8%
Other	7%



Travel customers **want value for money**, and they'll call out both low and high prices. But they're more **likely to be upset by prices that increase** during the booking process.

"When we pressed the last button to confirm booking, the price increased. When I pressed the button to confirm with the increased price, the price went up again. This happened three times and the price increased more than \$300." – One-star review

### #1 Issue resolution



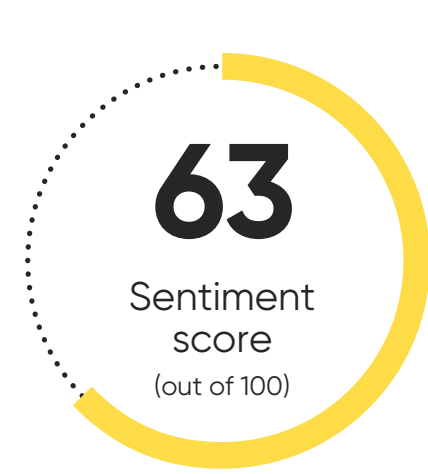
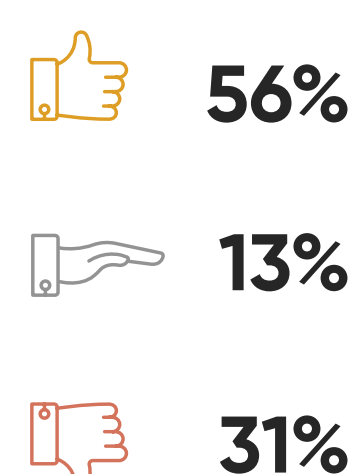
#### People like

- Travel agents who answer all their questions
- Helpful, high-quality customer service
- Having someone to take care of them and their problems, before and during their trip

#### People dislike

- Problems with their credit cards, including cards not being accepted, being billed without notice, and incurring hidden costs
- Rude, unhelpful or time-consuming customer service
- Sales reps entering the wrong dates for trips

### #2 Booking process/website



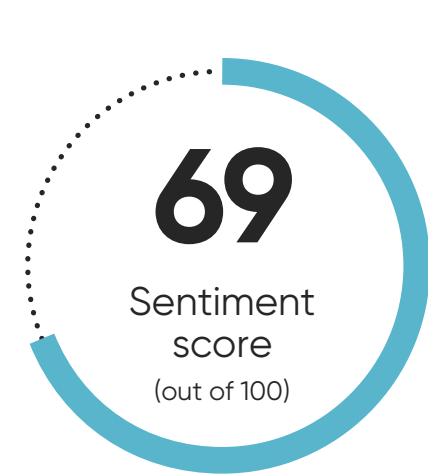
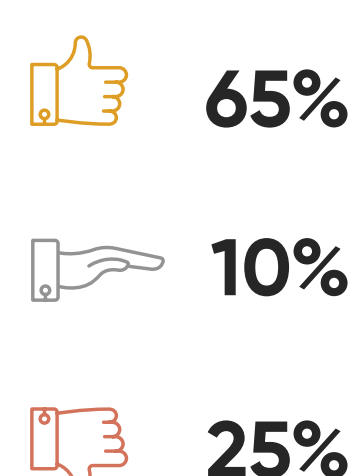
#### People like

- Easy-to-use websites
- Intuitive and clear processes

#### People dislike

- Having to call customer service to resolve a booking issue or website problem
- Credit card errors, including being charged multiple times, and cards not being accepted
- Problems or penalties when cancelling reservations

### #3 Pricing



#### People like

- Competitive prices
- Full transparency on costs

#### People dislike

- Having problems with their credit cards
- Difficulties booking hire cars as part of a package, including high prices, hidden charges and incorrect information
- Unavailable or unhelpful customer service departments

## Key insights for travel brands

- Issue resolution is the biggest driver of sentiment** around travel, and the most important aspect of this for customers is having their questions answered. Consider reviewing and **investing in all the ways in which you answer customer queries**, from FAQ pages to making it easy for them to talk to a customer service person.
- Look at issues causing complaints holistically.** For example, would addressing concerns around credit cards in your booking process reduce the demands on the people handling issue resolution?
- By far the **biggest influence on sentiment around rates & rewards is competitive pricing**, but this is only the third most important driver (half as significant as issue resolution). In addition, high prices are less important negative influences than car rental or credit card issues, or poor customer service. In other words, **travellers are willing to pay more for good service and simple transactions.**

## Methodology



Machine learning technology was used to analyse the text in more than 5.1 million customer reviews between May 2019 and October 2021 to determine the key drivers of sentiment for eight sectors, including travel. Regression analysis was then used to determine the relative impact of each factor in driving the star-rating variance.



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