SAP Hybris (V)



USA

# The 2017 SAP Hybris Consumer Insights Report: 1,000 Consumers Tell You What They Love and Hate About Brands

#### **USA: THE DATING GAME**

Spending 25% of the global GDP the USA remains the world's largest economy. With 58% of American consumers choosing convenience as the main reason for shopping online, the US remains a crucial market to drive the future of e-commerce.

#### SHARING IS CARING: ESTABLISHING TRUST IN A RELATIONSHIP



71% of American respondents were **willing to share some information** with brands

### You can have my ...



**52**% Email address



37% Shopping history



25% Mobile number



19% Real-time location



11% Monthly income



Don't want to share info

# WHY CONSUMERS WON'T USE A BRAND AGAIN



Using consumer data without knowledge



Unresponsive customer service



When a brand makes a mistake more than twice



Inconsistent online and in-store promotions

## WAYS TO FIND LOVE WITH US CUSTOMERS

Timely, consistent, and meaningful customer engagements drive brand love. Learn how to win your customers hearts, download the full survey results report here.

**View Insights** 



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