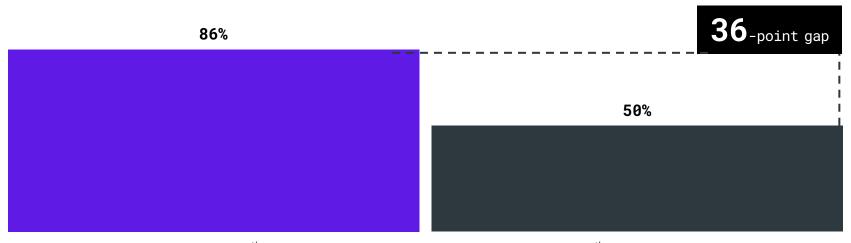
The Gap Between Consumer Likelihood to Recommend XM institute and Their Behavior



say they are Somewhat or Very Likely to Recommend to friends/family after a 5-star experience

Base: 28,400 consumers across 26 countries Source: Qualtrics XM Institute 2023 Q3 Global Consumer Study Copyright © 2024 Qualtrics ® All rights reserved. say they actually told friends/family about a very good experience

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