

# Latest research reveals the secret to customer loyalty

Research commissioned by Yonder Digital Group reveals that customers still prefer human interaction at key points of their journey to purchase, while speed of response also ranks highly in customer priorities.

**Let me talk to a real person**

**87%**



I tend to stay more loyal and increase my business with companies who offer a real person to talk to when I need it

**Let me choose my method**

**84%**



I tend to stay more loyal and increase my business with companies who offer a choice of ways of getting in touch with them.

**I need a real person or I'm leaving!**

**69%**



If I can't get through to a real person when I have a query with a company, I tend to take my business elsewhere.

**I want an answer, NOW**

**81%**



If my queries aren't answered quickly and effectively by a company, I tend to take my business elsewhere.