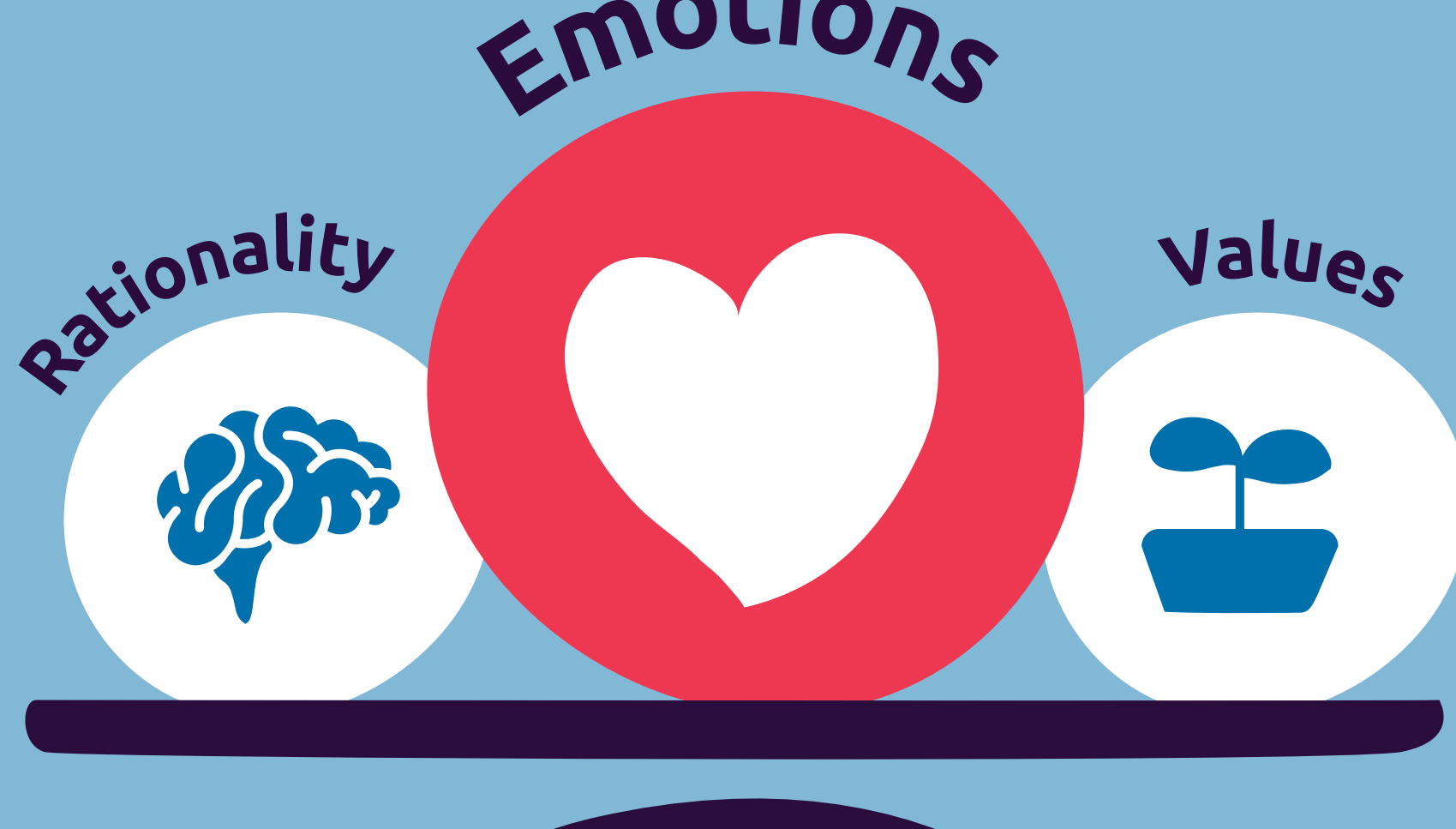


WHAT MAKES CONSUMERS LOYAL?

Capgemini surveyed 9,000+ people across the globe...

...this is what we found in the Netherlands

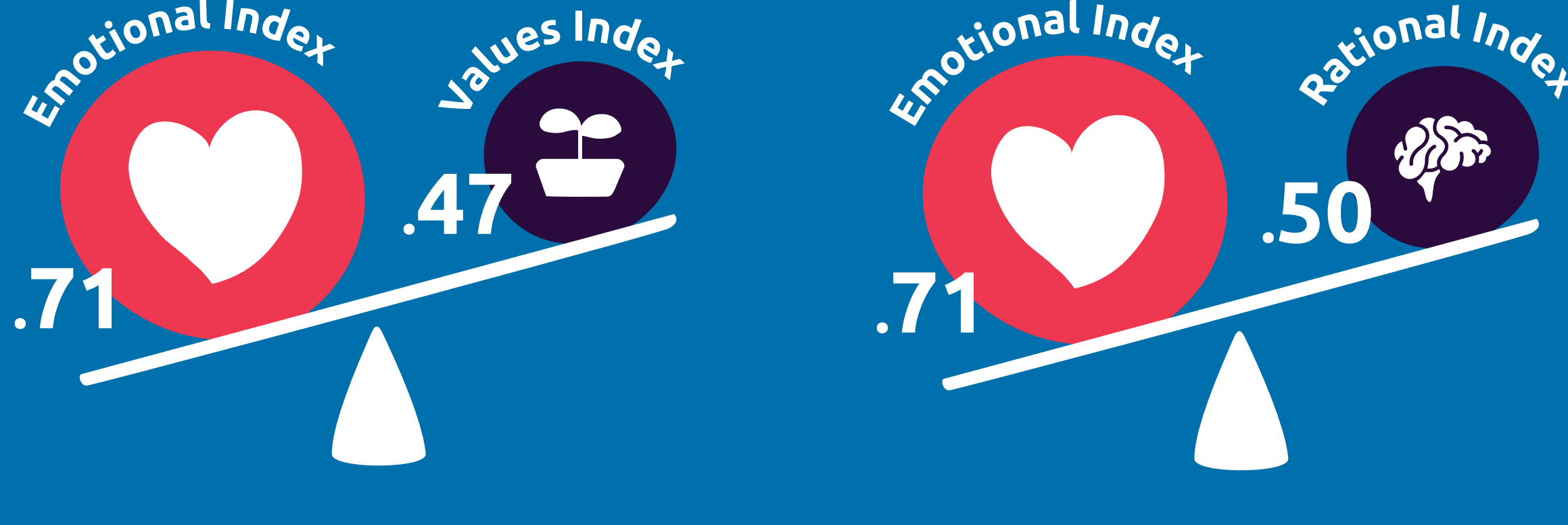


Emotions influence loyalty more than **rationality** or **brand values**

...although **all three** impact loyalty for most consumers



The weight of influence

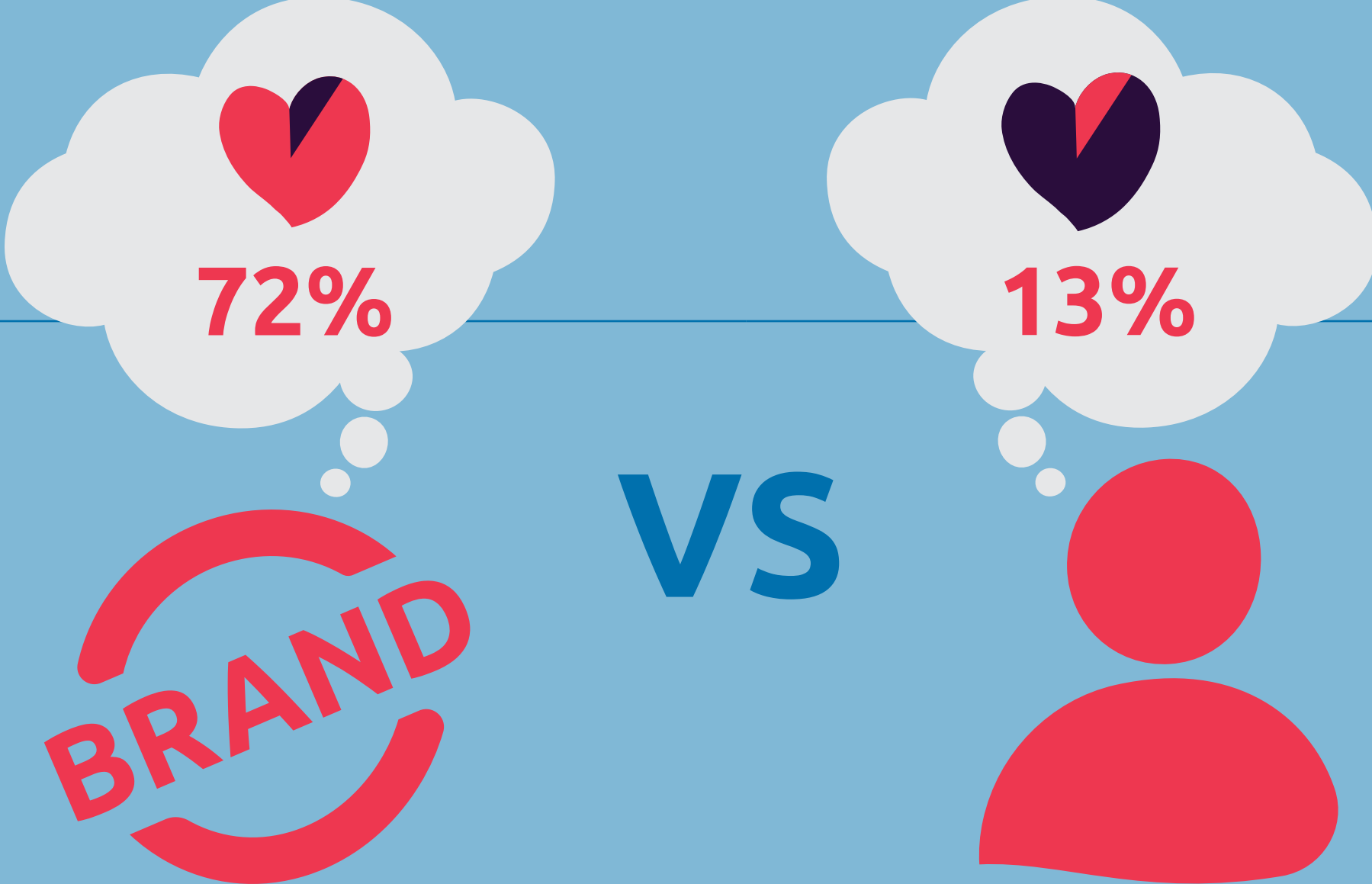


Brands **believe** they connect emotionally

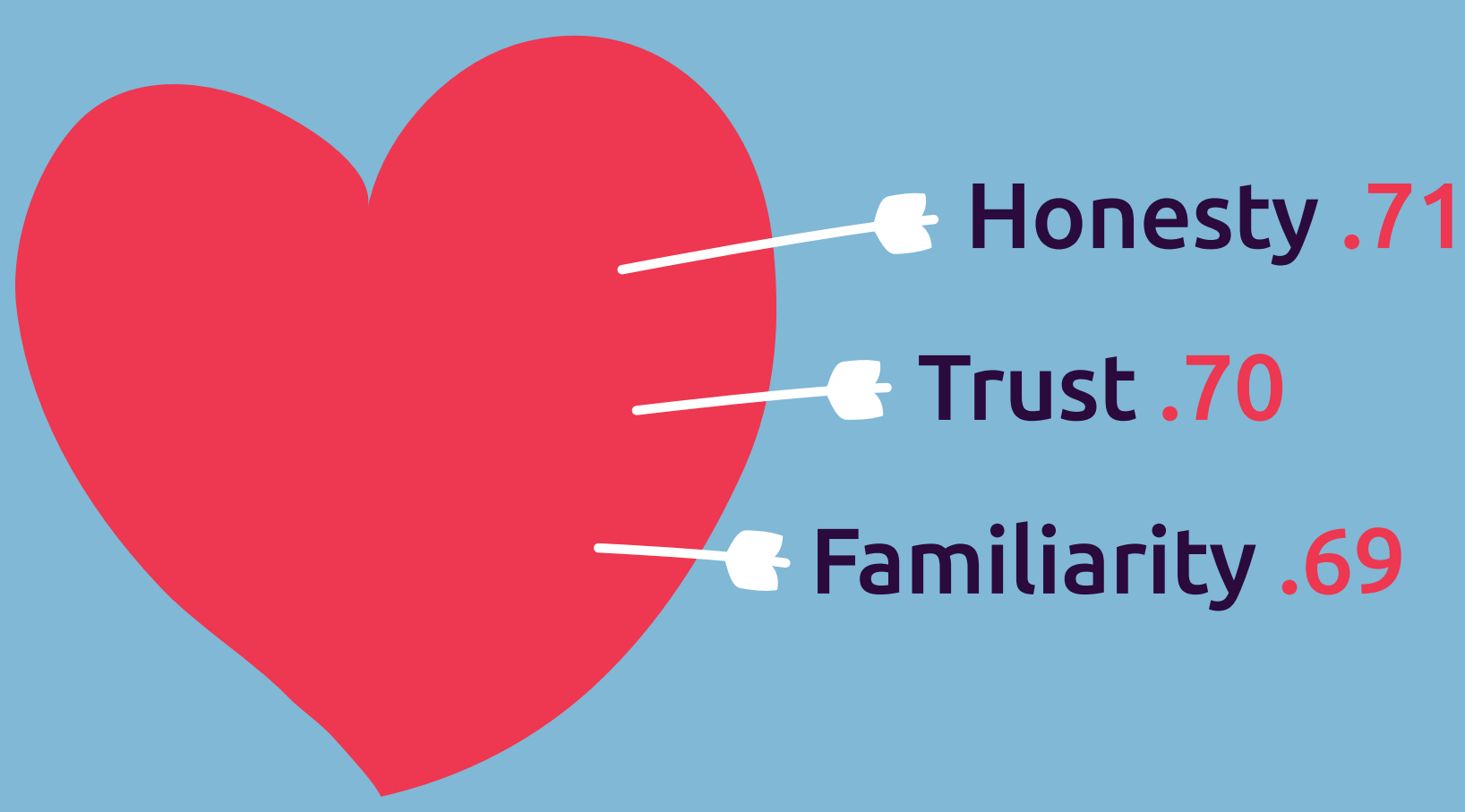
We understand consumers' emotional needs

Brands understand my emotional needs

Consumers **don't agree**



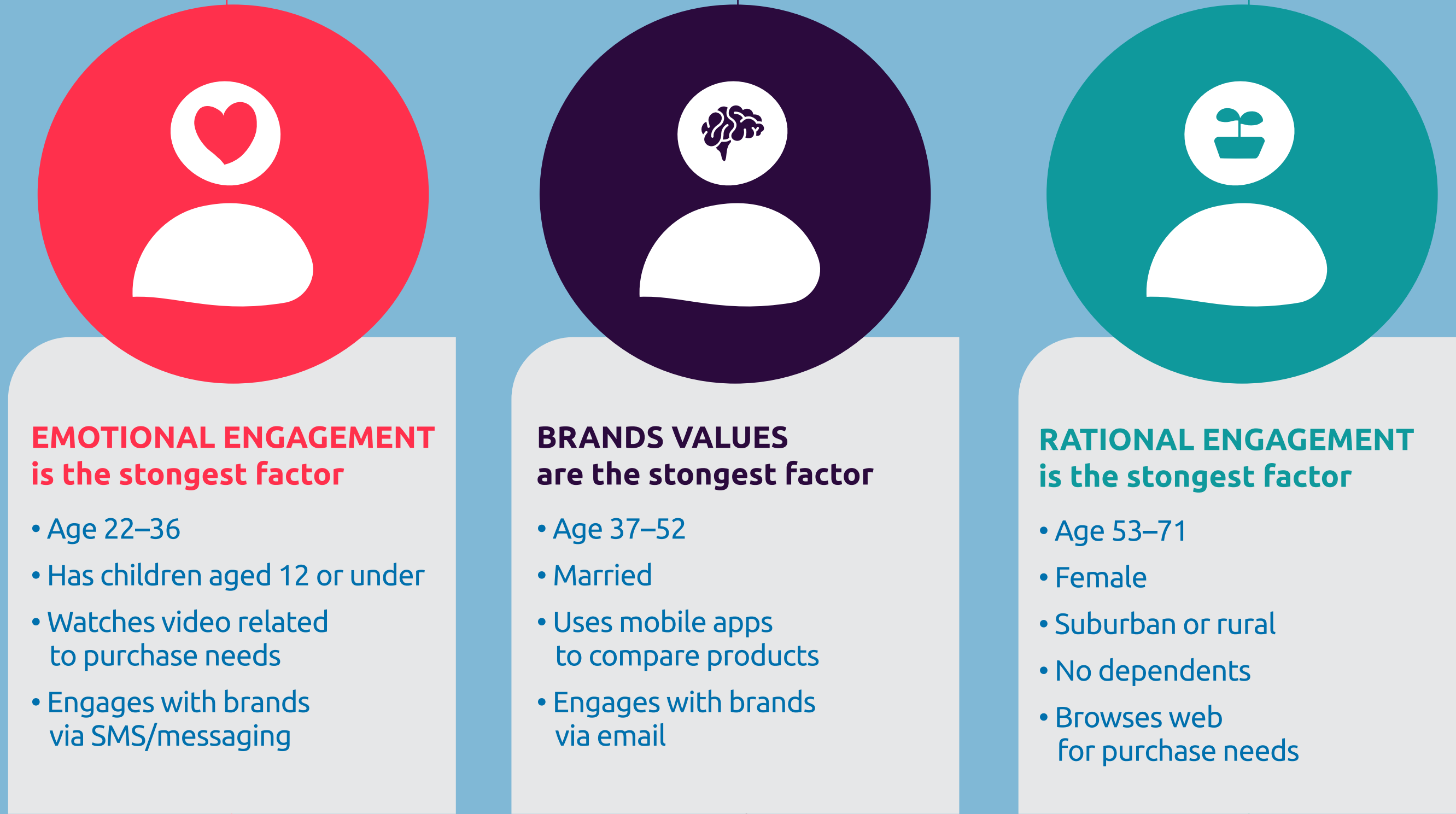
Top 3 emotions consumers feel about their favorite brands



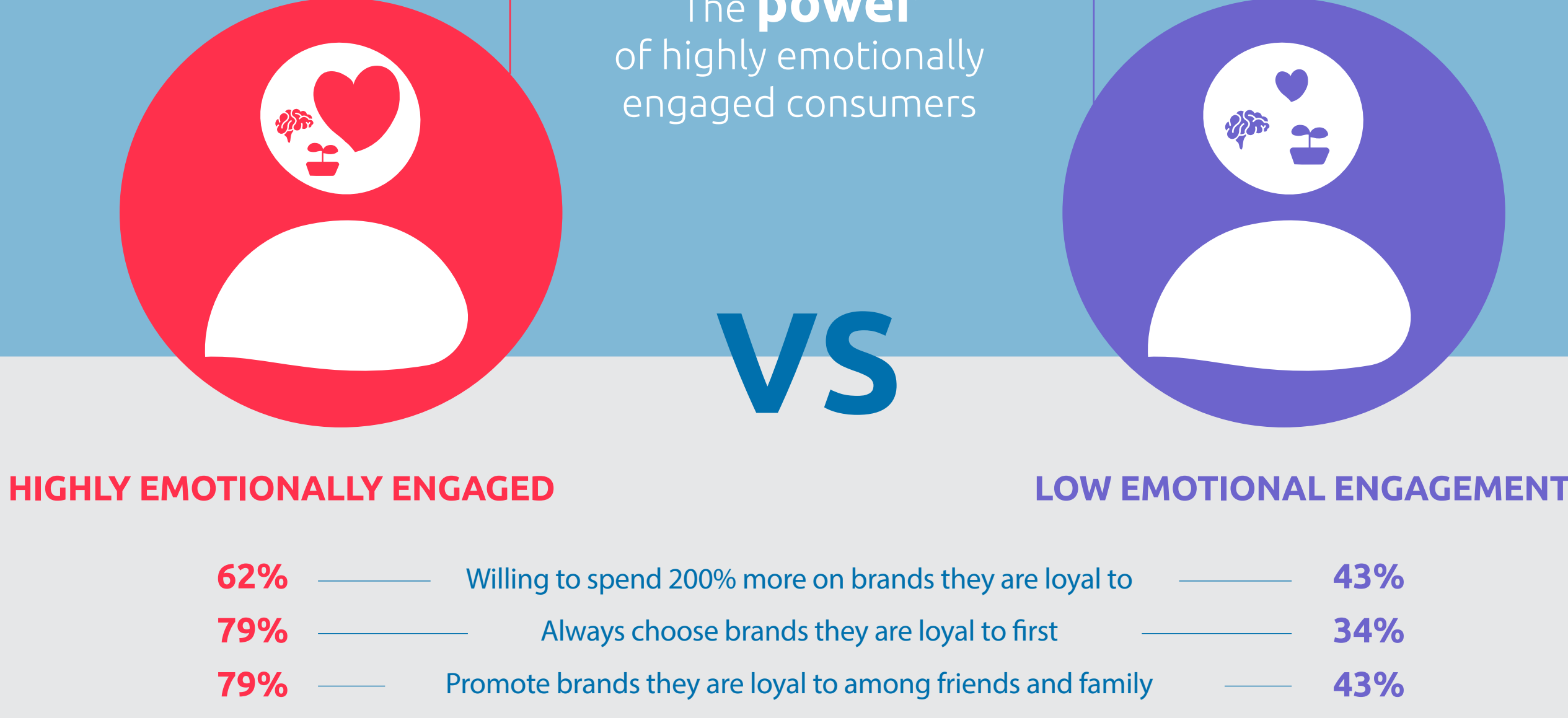
Emotion is the **strongest loyalty factor** in every sector surveyed



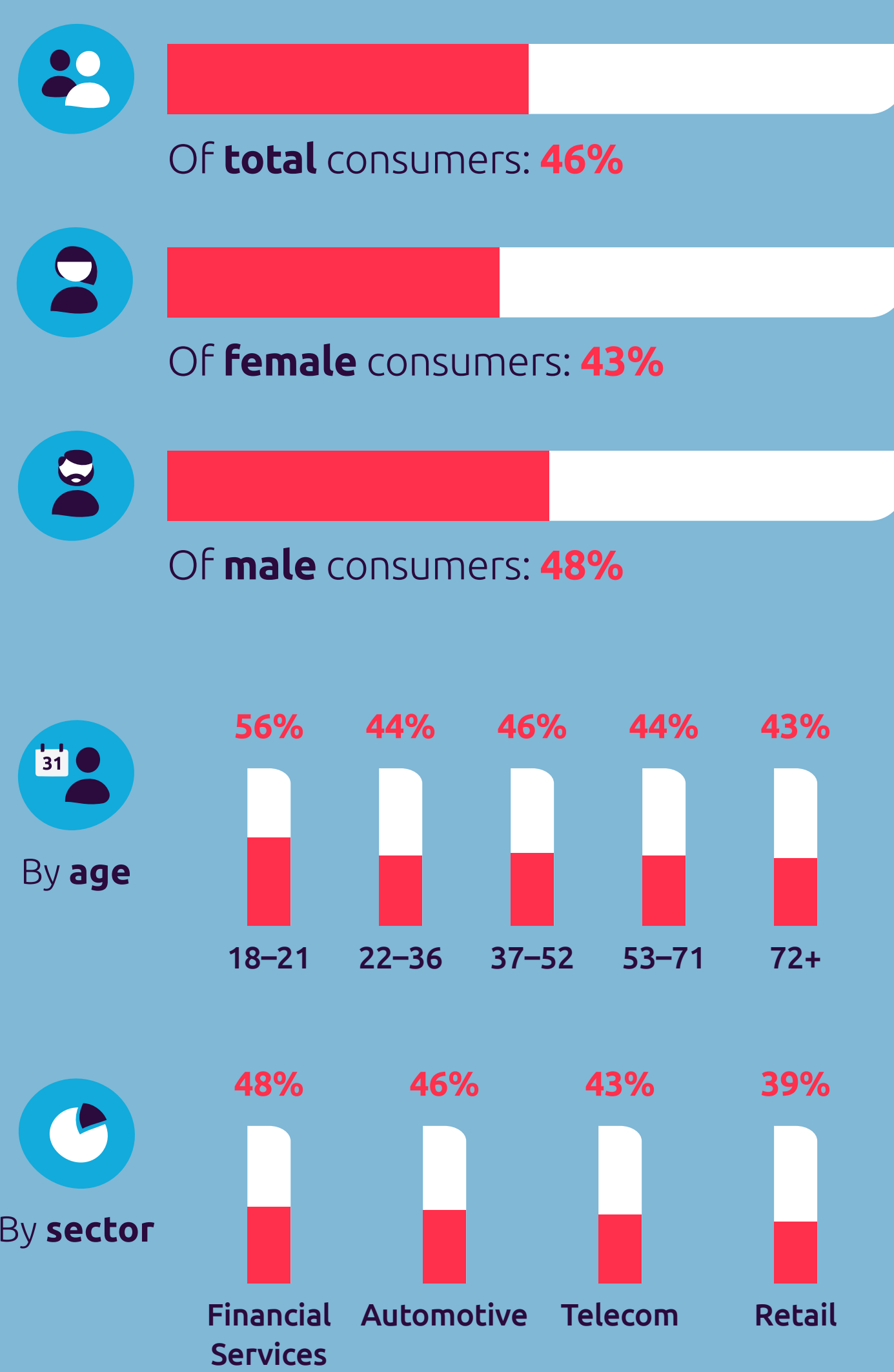
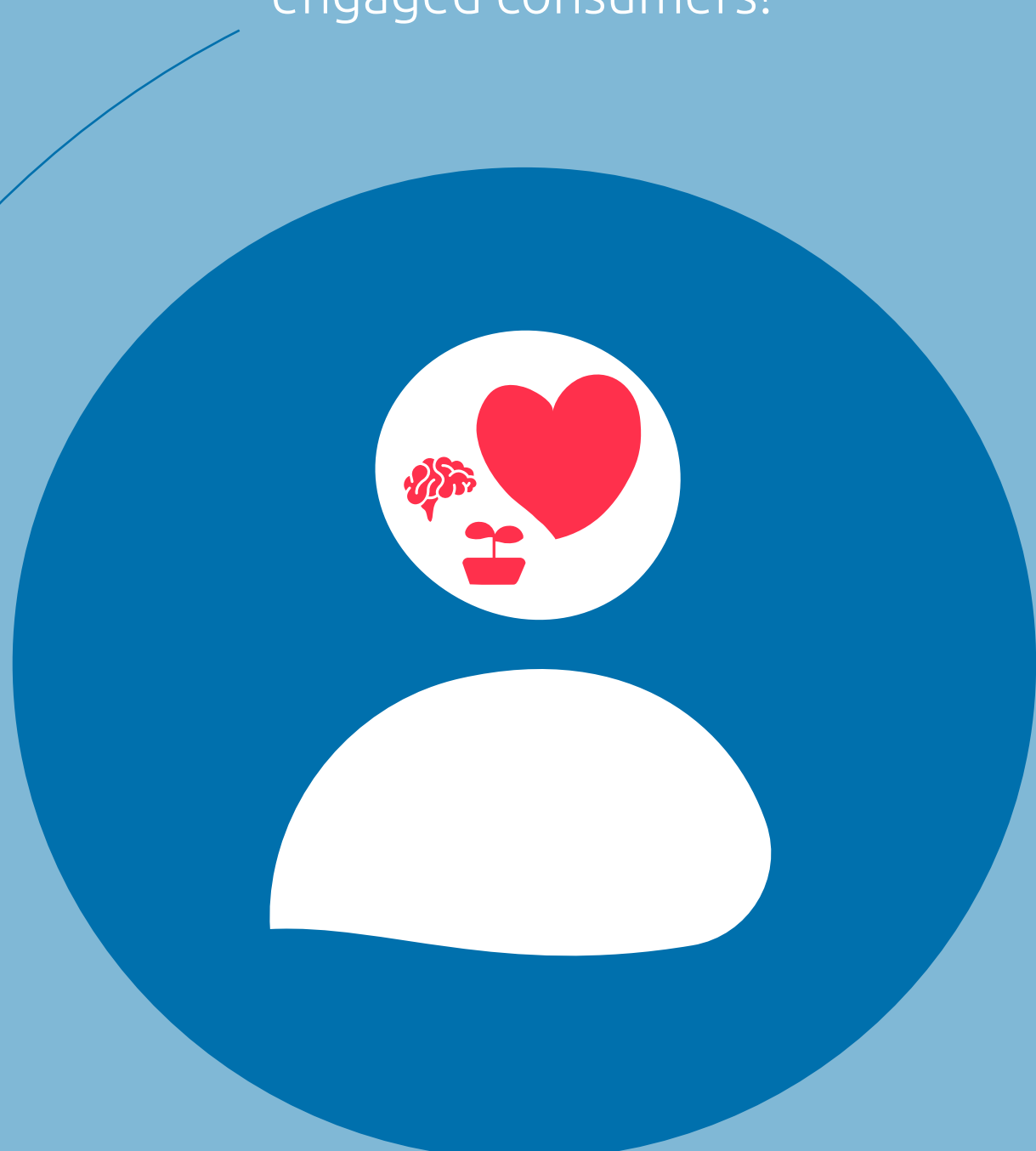
Three **types** of consumer



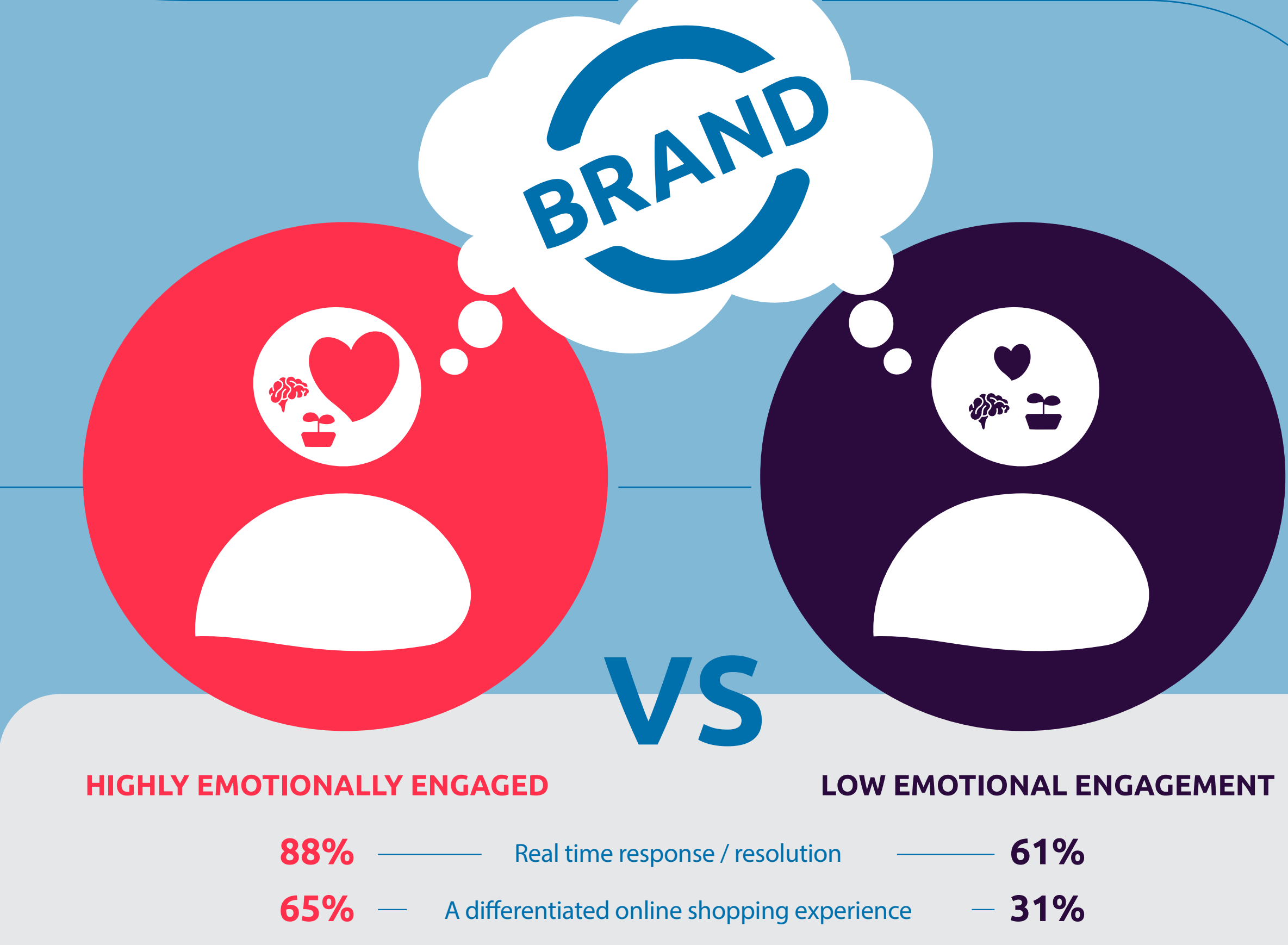
The **power** of highly emotionally engaged consumers



Who are your emotionally engaged consumers?



What emotionally engaged consumers **want**



How to build emotional engagement

