



## THE CUSTOMER IS KING

According to 30% of business leaders across various industries, by 2020, customers will be the main source of new product or service ideas. So it's no wonder that analyzing customer behavior has become imperative.

### ...IS ONLINE

**89%** of shoppers do online research before purchasing an item in-store.

**85%** of consumers read online reviews for local business before making a purchase. **79%** trust the reviews as much as a personal recommendation

**42%** of shoppers spend over half their shopping time doing online research

**67%** of consumers may read up to 6 reviews before they feel they can trust a business enough to make a purchase



### ...MOBILE

**45%** of shoppers use their phone to research prices

**96%** had searched for product information from their mobile device



### ...AND IS HIGHLY DISCERNING

Happy customers, on average, tell **9** people about their experience while dissatisfied ones vent their frustrations to **22** people

**75%** of consumers buy nothing (or buy less) if there are not enough employees at the store

Learn how to effectively analyze your customers' behavior and ensure a long lasting and profitable relationship. Log on to [csscorp.com](http://csscorp.com)

