

## CUSTOMER EXPERIENCE PARTNERS



## Online Chat: A Minuscule Component of Word of Mouth!

*Esquire* magazine recently conducted a study comparing the behaviors of 20 year-old men with 50 year-old men. The study focused on how differently the two groups use media – especially the newer online options. Of course, social media was the “darling” of the study. But if one looks carefully at the results a surprising finding emerges, one that the authors appear to have overlooked. The study proves conclusively that despite the rise of social media in all its grandeur, *the vast majority of word of mouth still takes place privately!*

### Personal Interactions Rule!

Not unexpectedly, when 20-somethings were asked about their preferred method of communication “if they were to have a big announcement to make to their close friends”, 25% named Facebook, while only 8% of the 50 year-olds chose that option for the same announcement. But the big news to keep in mind is that despite all the Facebook hype, an overwhelming majority of both age groups specified a form of private media. Seventy percent of the younger men and 85% of the 50 year-old men indicated that they would announce their big news either via text message, phone call, or face-to-face.

This finding casts considerable doubt on current media claims and identifies some real challenges. Marketers who believe they have been doing a solid job of understanding the voice of their customers by monitoring online chat need to face reality. The online comments they collect and the demographics associated with them are obviously a very small (and unrepresentative) sample of customers’ opinions. The fact is, 75% or more of word of mouth about brands and products is really happening **offline**; a medium marketers currently overlook as passé. Seventy-five percent of customer opinion is just too much to ignore!

### Assessing Private Word of Mouth

Customer Experience Partners offers a unique tool called the **Buzz Barometer**. This process allows us to produce a representative, totally objective count of both online and offline word of mouth. Our **Buzz Barometer** determines how much customers are talking and writing to friends, relatives, neighbors, co-workers, and even complete strangers about a brand or company. It identifies the medium, frequency, quality, tone, and even specific negatives and positives being communicated. The CEP **Buzz Barometer** finds the two or three *key positives* that should be leveraged in process and in communications, and any critical negatives that must be neutralized. Further, the barometer can be used to track progress in generating positive word of mouth through various marketing tactics.

To learn more, visit our website [www.customerexperiencepartners.com](http://www.customerexperiencepartners.com) or call us to discuss.

CUSTOMER  
EXPERIENCE  
PARTNERS

P.O. Box 574

Allendale, NJ 07401

Phone: 203-655-0090

Email: [pruden-vavra@customerexperiencepartners.com](mailto:pruden-vavra@customerexperiencepartners.com)

Unsubscribe: [unsubscribe@customerexperiencepartners.com](mailto:unsubscribe@customerexperiencepartners.com)