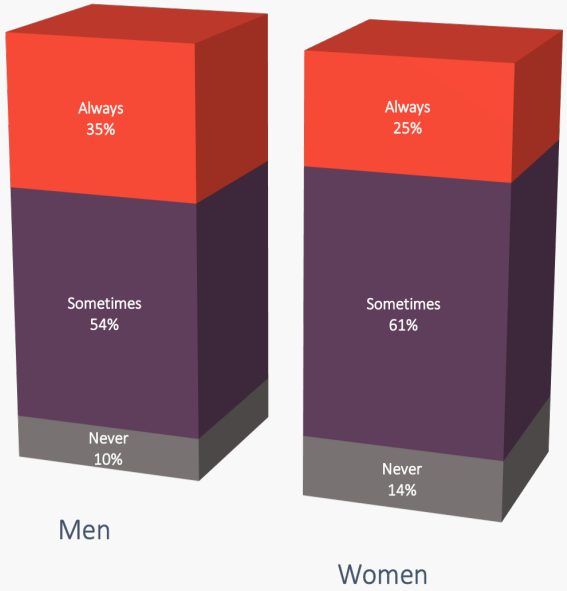
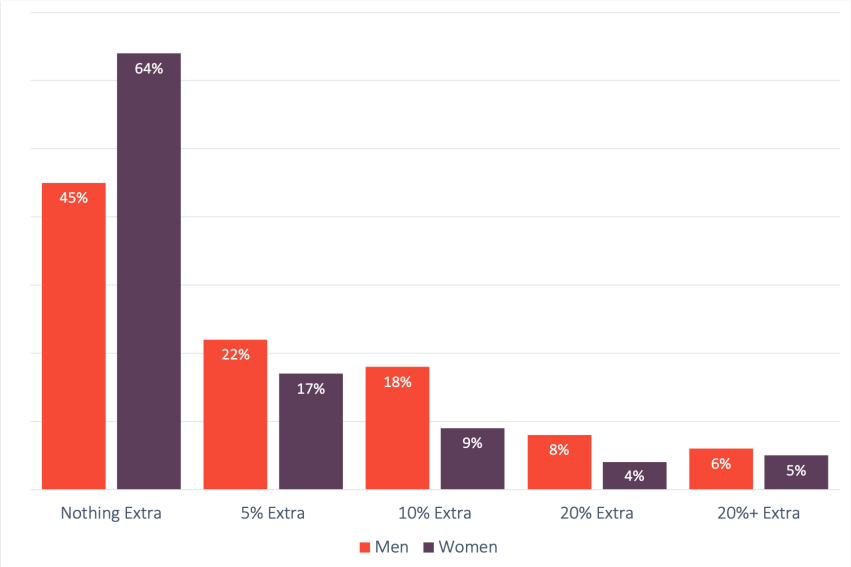
Gender Differences in U.S. Consumer Attitudes to Customer Experience

Men are more likely than women to choose a vendor based solely on customer service



Nearly 20% more men than women are willing to pay extra for good customer service



The nationwide online survey of 800 consumers over the age of 18 was conducted in the U.S. in July 2019 to determine attitudes toward customer experience. Margin of error +/- 3.5%. **Source: Genesys (www.genesys.com)**

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