

Corporate America, Are You Ready For The “New Consumer?”

Survey of 300 corporate executives shows big business in America is feeling the effects of rising consumer expectations. Here's what they had to say:

42%

say customers use social media to shame their company into doing what they want



82%

say their customers have higher expectations compared to just three years ago



Ways that rising consumer expectations are putting pressure on their company:

65%

SAY INCREASED PRESSURE TO INNOVATE

60%

ADMIT IT IS DIFFICULT TO PLEASE THEIR CUSTOMERS

58%

SAY INCREASED COMPETITION WITH OTHER COMPANIES

52%

SAY INCREASED COSTS TO SERVE THE CUSTOMER

30%

SAY INCREASED CUSTOMER TURNOVER



93%

93% of business leaders say their company is adapting to the digital transformation

Learn about how big businesses are dealing with the onslaught of rising expectations [here](#)

Lithium

For more information about how Lithium helps companies reinvent how they connect with their customers, visit lithium.com

SURVEY METHODOLOGY

Harris Poll conducted the survey online on behalf of Lithium Technologies within the United States from April 24 – May 6, 2015, among a total of 311 corporate executives at companies with revenue of \$1 billion or more. For full methodology or more information about the study please contact eddie.mcgraw@lithium.com