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QUALITY OF  
**CUSTOMER EXPERIENCE**  
IN MEXICO  
2025

voicejuice®



-  International Consulting Firm Specialized in Measuring Customer Experience
-  Presence in the USA, Latin America and Europe
-  Comprehensive research, consulting, and training services
-  +20 years driving growth for all types of organizations through customer loyalty
-  Net Promoter Loyalty Partner  
Satmetrix's first partner in Latin America
-  Customer Experience Professionals Association (CXPA)  
Founding Corporate Member

# METHODOLOGICAL APPROACH



1,000  
Online Surveys



300 CDMX  
200 Guadalajara  
200 Monterrey  
100 Puebla  
75 Merida  
75 Tijuana  
50 Leon



Men and women  
Over 18 years old  
All SES

How many people  
had a **good** or **bad**  
experience in the  
last month in  
Mexico?



72%

Had  
**GOOD**  
experiences



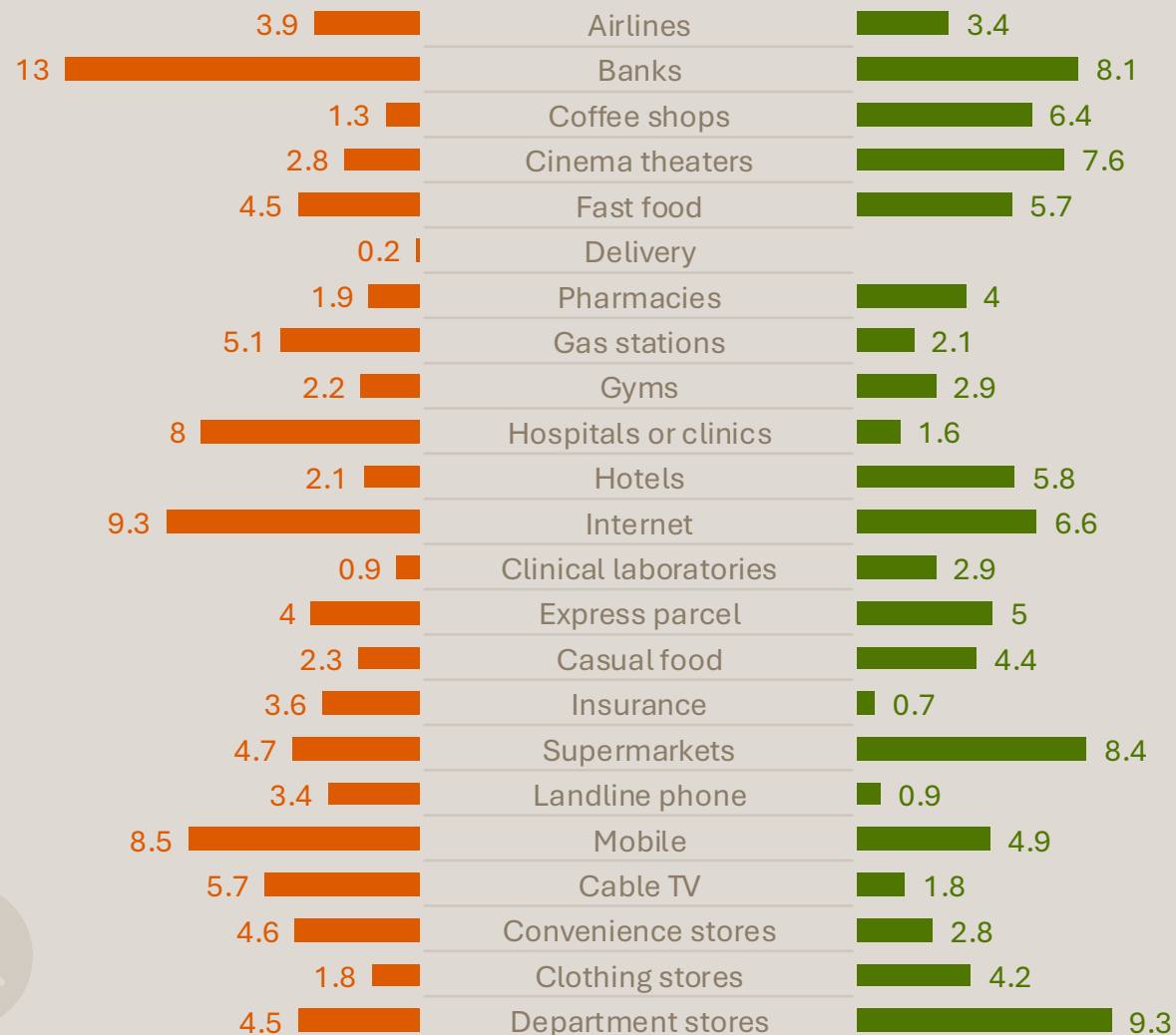
49%

Had  
**BAD**  
experiences

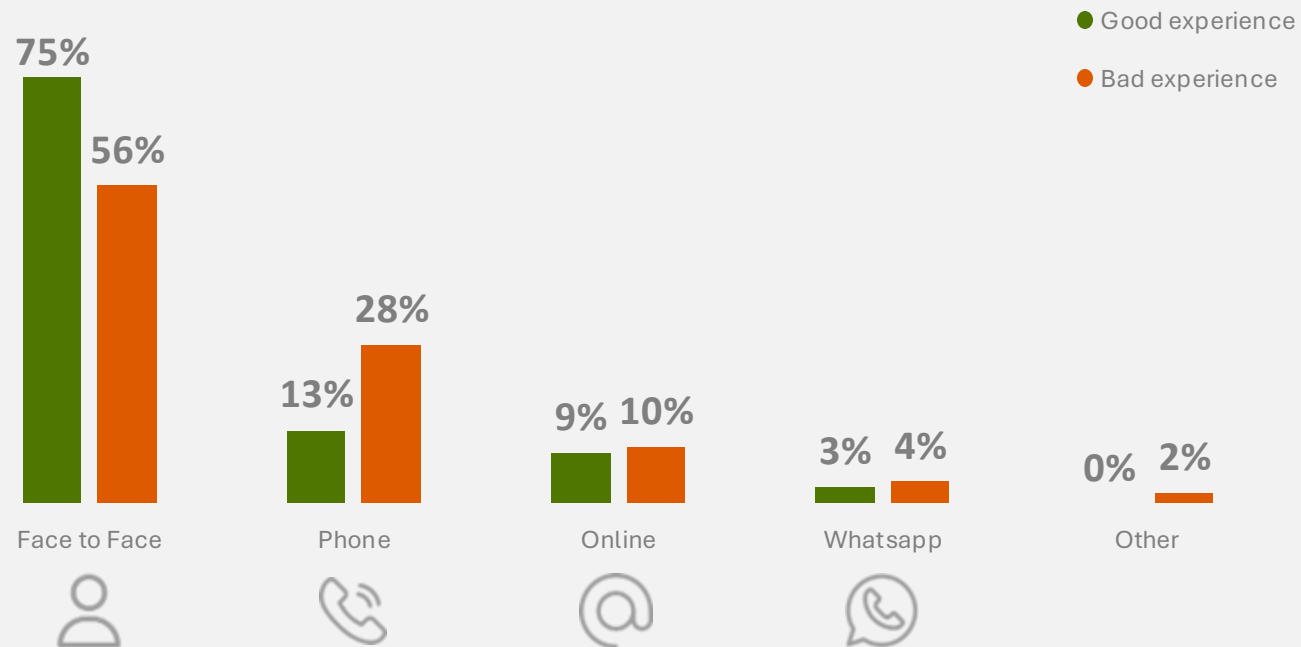
With what kind of company did they had a **good** or **bad** experience?

% who had a **bad** experience with...

% who had a **good** experience with...



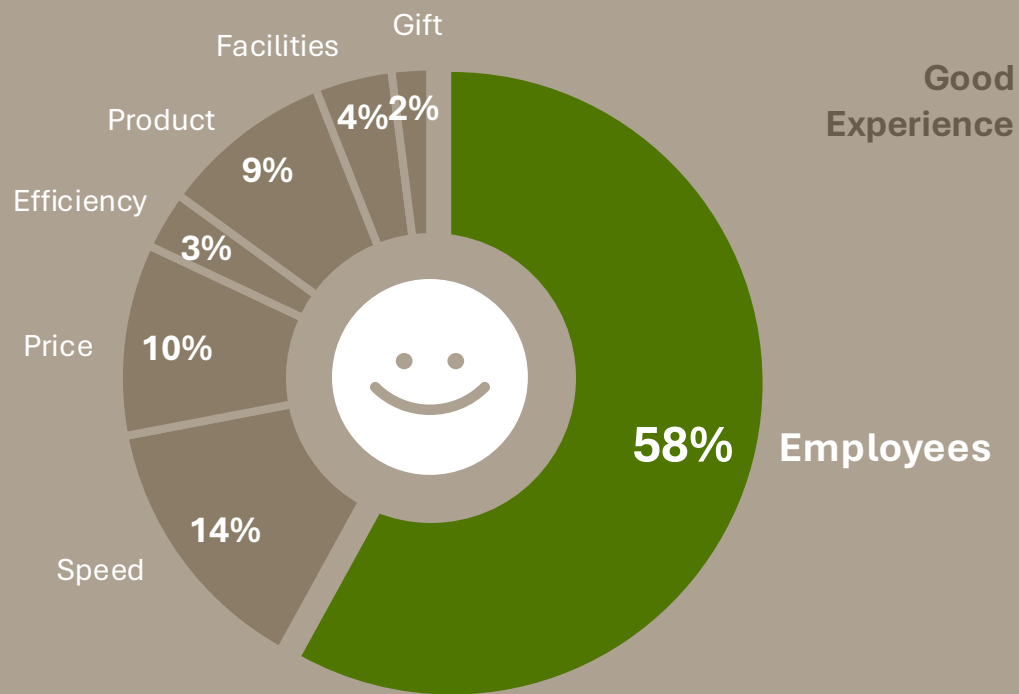
## And through which channel did they live their good or bad experience?



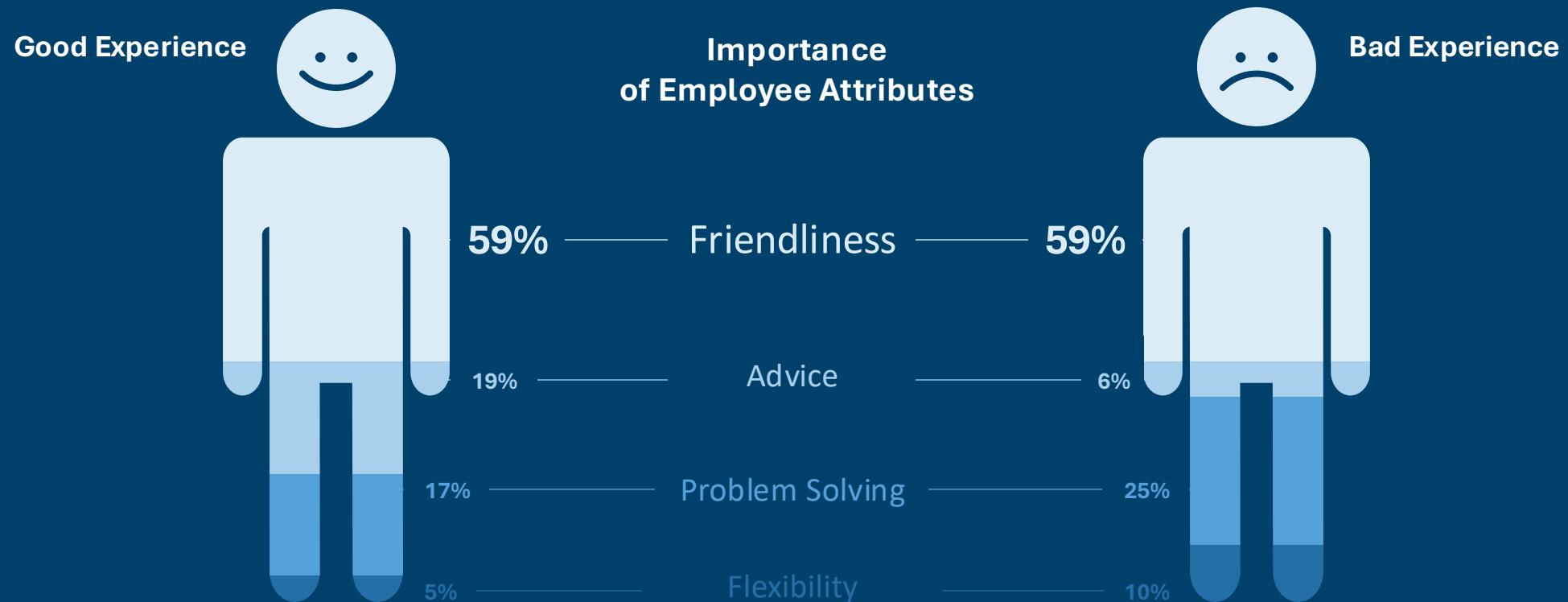
Despite technological advances, human interactions continue to be decisive in the quality of the experience that customers have with an organization.

When describing the main reason behind their good or bad experience, more than half of consumers mentioned the employees.

### MAIN REASON



And which employee attribute was the most decisive in their good or bad experience?



Base: 1000



The quality of the customer experience influences the emotional bond with the brand...

How did customers report feeling after their...?



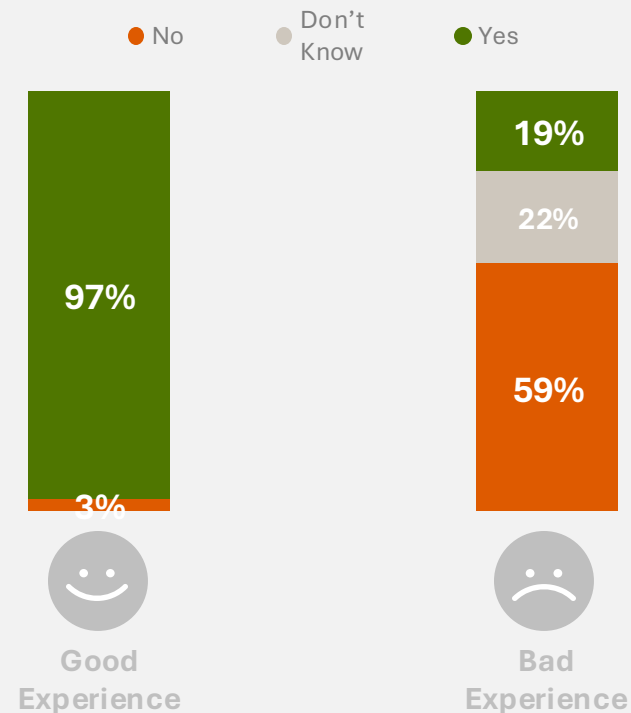
## A memorable experience can determine customer loyalty...

Those who have a good experience are

**5 times**

more willing to return / buy again

Would you return / buy again?



Caution! Bad experiences go **viral**...



Each customer who has a bad experience tells an average of **4 people**

This means that  
for every  
**10** customers  
who have a bad  
experience,  
**50** are left with a  
negative image of  
the brand...



The situation is  
even more serious if  
we consider that...



Only **half** of customers who have a bad  
experience **complain**

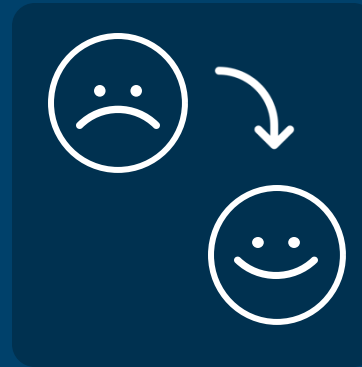
Which hides the true scope of the problem...



For every **10** customers who complain there are **another 10** who do not, but all of them tell **4** people



A customer who  
doesn't complain  
is a missed  
opportunity...



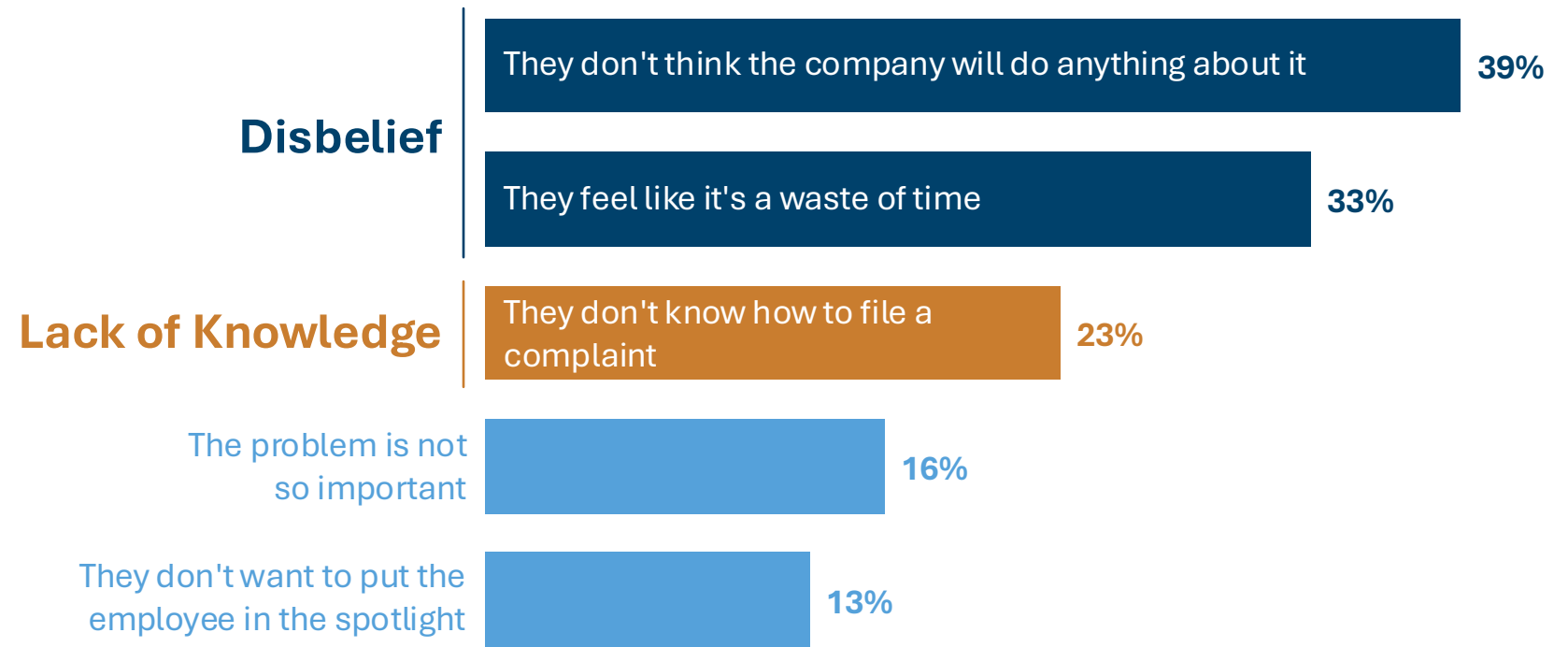
To transform their  
dissatisfaction



To identify  
business  
problems

# We want customers to complain!

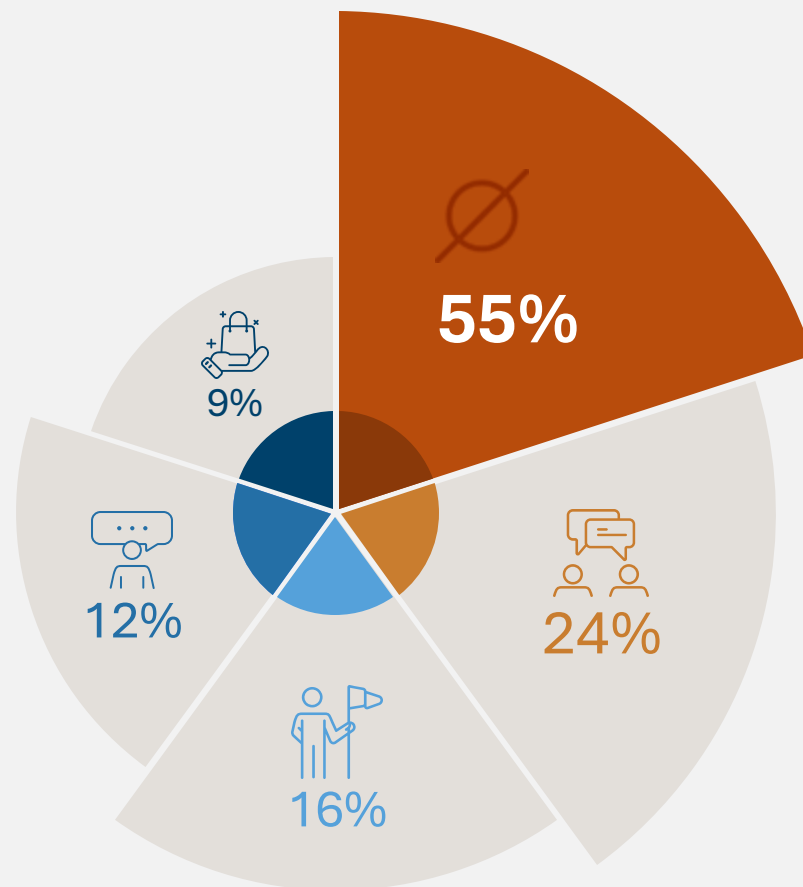
But why don't they?





The disbelief of customers is justified:

**More than half of companies act indifferently when they receive a complaint!**

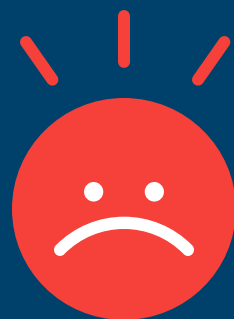


What did the company do after the customer complained?

- **Nothing!**
- Apologized
- Solved the problem
- Gave an explanation
- Offered a compensation

This lack of reaction or inadequate response from organizations after receiving a complaint creates a great dissatisfaction among customers...

How satisfied are you with the way the company handled your complaint?



**46%**

Very  
dissatisfied



**17%**

Somewhat  
dissatisfied



**15%**

Nor satisfied  
Nor dissatisfied



**17%**

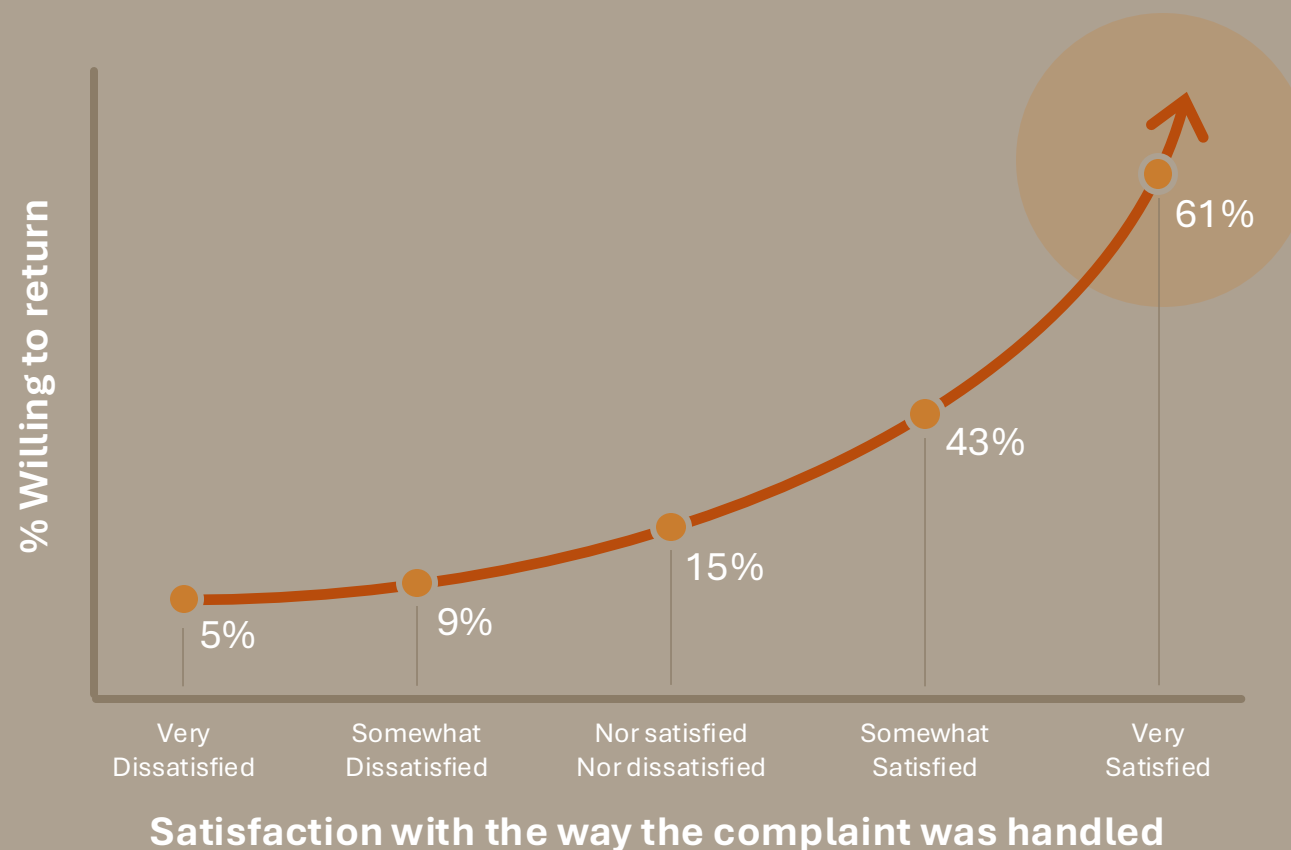
Somewhat  
satisfied



**5%**

Very  
Satisfied

But it is important to understand that good complaint handling can have a very important impact on sales and business profitability...



6 out of 10 customers who are very satisfied with the way the company handled their complaint are willing to return and buy again

## In summary...

- 🔍 Although the majority of consumers in Mexico report having had positive experiences recently, the fact that almost half have also had negative experiences shows a marked inconsistency in the quality of service offered by the different companies and brands operating in the country.
- 🔍 Despite the availability of multiple contact channels, experiences – both favorable and unfavorable – occur primarily through personal and telephone interactions. This highlights the crucial role that the “human” factor continues to play even in an increasingly digital environment.
- 🔍 The friendliness of employees emerges as the most determining component in the customer experience, far surpassing other aspects such as the advice provided, the ability to solve problems and their flexibility. This underscores the need to invest in the development of interpersonal skills within customer care teams.
- 🔍 The quality of the experience directly influences the emotional bond that consumers establish with brands. Positive experiences generate emotions such as joy, confidence, security, and calm, while negative experiences cause annoyance, frustration, disappointment, and distrust.
- 🔍 Memorable experiences are critical to fostering customer loyalty. Those who have a positive experience are five times more likely to return, demonstrating the direct impact this has on purchasing behavior.

# In summary...

- 🔍 Bad experiences go viral quickly. Each dissatisfied customer shares their experience on average with four people. This means that for every 10 customers who have a bad experience, at least 50 people end up with a negative perception of the brand.
- 🔍 The situation is aggravated when considering that only half of dissatisfied customers file a formal complaint. For every 10 complaints received, there are another 10 customers who did not express their dissatisfaction, but who also shared their experience with four people. In total, this generates up to 100 negative impressions for every 10 complaints, significantly amplifying the impact on brand reputation.
- 🔍 The low rate of complaints is due, to a large extent, to the disbelief of customers who feel that the company will not take any action on the matter. This perception limits the opportunities to correct errors, transform dissatisfaction into satisfaction and detect areas for improvement within the business.
- 🔍 Customer disbelief is justified: more than half of companies do nothing after receiving a complaint. This lack of response weakens customer confidence and raises levels of dissatisfaction.
- 🔍 However, effective complaint handling can reverse the situation. 60% of customers who are satisfied with the company's response are willing to give it a second chance, demonstrating the power of proper management to regain trust and neutralize the negative impact.