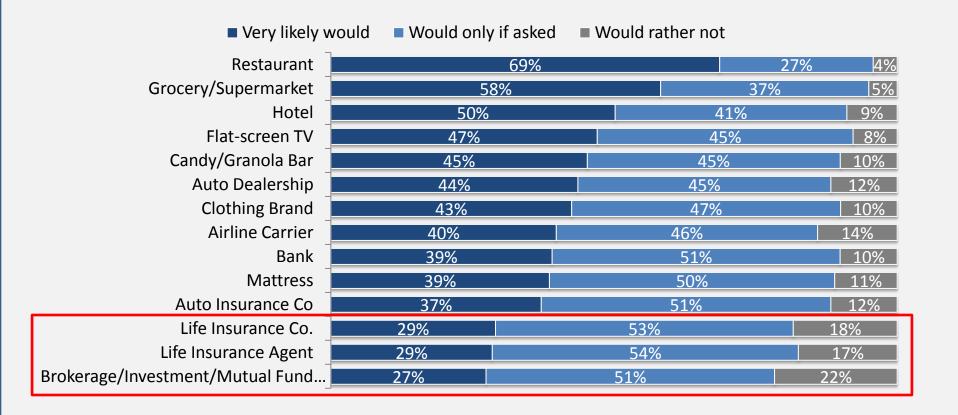
## Consumers are more reluctant to recommend financial services providers than other services

## Likelihood to Recommend following an extremely favorable experience





Source: Measuring Customer Experience, LIMRA (2014)