

- [The Photoletariat](#)
- [We All Make Music](#)
- [WhatchaGonnaQueue](#)

## [Whatcha Gonna Queue](#)

The Human Recommendation Engines

- [Blog](#)
- [Video Series](#)



Advertisement

## Netflix Wins Customer Loyalty Survey

- [Share](#)



by Tom Herrmann on February 14, 2011

It seems pretty obvious that Netflix is the preferred movie rental service out there. Furthering this belief is the [Brand Keys](#) 2011 “Customer Loyalty Engagement Index.” The obvious favorite for the “Movie Rental” category did not disappoint, defeating Blockbuster, Redbox, and DVDExpress.



Photo by Eric Spiegel

PSFK even claims it was ranked highest of any brand in customer satisfaction, out of 529 contenders. Netflix managed to beat out popular brands like Apple, McDonald’s and Samsung. PSFK stated that Brand Key’s survey process, “involved face-to-face, telephone and online interviews with 46,000 consumers. The survey used data covering the psychological drivers of shopper’s habits with statistical analysis, in an effort to combine emotional and rational behavioral triggers, as well as measure future purchase intent.”

The implication that PSFK received from this survey and its results is that people want a product that delivers creativity and quality with a “delightful experience of interacting with products and services” However, arguments must be drawn to the contrary as brands like McDonald’s made it so high on the list. McDonald’s serves low-quality food, prepared in unhealthy ways that many believe has assisted in America’s obesity issue.

A more reasonable way to explain this is the power of advertising. One of McDonald’s strongest suits is its ability to sell itself through advertising and the same goes for Netflix. With commercials, website banners, and an app for most digital devices with a screen, it’s hard to escape the temptation.

This isn’t an attempt to take Netflix’s glory away. It does deliver a creative, quality product, and their most powerful means of advertising is word-of-mouth. It is a shame the survey results turned out the way they did because if McDonald’s wasn’t so close on the list, Netflix would have more to brag about.

