

April 2017

消费热点研究 - China

“一线城市不断攀升的生活成本引起的外来人口返乡潮以及独生子女政策的放开对中国家庭的消费偏好产生显著影响。营销讯息可选择性地针对那些富有信心但又倍感压力的年轻一代消费者。”

March 2017

Consumer Spending Priorities - China

“The relaxation of the one-child policy and the returning migrating population due to the climbing living cost in tier one cities have made a noticeable impact on the spending priorities of Chinese families. Marketing messages could target specifically those confident yet under-pressure younger generations.”

February 2017

零售银行 - China

“如今，客户体验的定义更为广泛，不再局限于良好的客户服务态度。零售银行若想脱颖而出，需要在专业性和效率上有出色表现。值得注意的是，消费者往往以自己在不同领域的体验为标尺来衡量银行的表现。因此，确保整体表现在不同行业间都具有竞争性，对银行而言是至关重要的。”

— 过人，高级研究分析师，中国

January 2017

Retail Banks - China

“Consumer experience now has a much broader definition than solely good customer service attitude. To be outstanding, retail banks need to differentiate on aspects like professionalism and efficiency. It is worth noticing that the benchmark used by consumers is their experience in different categories, so ensuring the performance is competitive ...