

Emotions & Experiences

Creating Happy Customers with Humor



The past two years have been incredibly difficult for people around the world, and we're short on happiness. People want brands to make them smile and laugh (again), but business leaders are afraid to joke around according to a new study from Oracle and Gretchen Rubin, five-time *New York Times* bestselling author and podcaster.

The study of more than 12,000 people across 14 countries found that people are searching for new experiences to make them smile and laugh and will reward brands that embrace humor with loyalty, advocacy, and repeat purchases. They also said that they would walk away from those that don't.

The last two years have changed what it means to be happy:

45% of people have not felt true happiness for more than two years

45%

88%

88% are looking for new experiences to make them smile and laugh

Advertising, marketing, sales, and customer service interactions need to change:

78%

78% believe brands can do more to deliver happiness to their customers

91%

91% said they preferred brands to be funny

Humor can pay dividends:

People will reward brands that embrace humor

41%

41% would walk away from a brand if it didn't make them smile or laugh regularly

80%

80% are more likely to buy from the brand again

80%

80% are more likely to recommend the brand to family and friends

72%

72% would choose the brand over the competition

63%

63% would spend more money with a brand

Brands need help to get humor right:

95% fear using humor in customer interactions

95%

85%

85% do not believe they have the data insights or tools to successfully deliver humor

Make your customers smile today:

Humor isn't an exact science, but one thing is certain: To find that sweet spot with your audience – whether you're planning a stand-up set or a CX strategy – you have to understand them.

Oracle can help give you a clearer understanding of your customers and tailor every aspect of their customer journey.

Read The Happiness Report and check out our applications that help create those memorable experiences.

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