





Geico’s services are as accessible as it gets – almost everything can be done through their mobile app - including calling emergency services, filing a claim, and even switching out vehicles and drivers on my plan. I can view all of my policy information right on my phone. After totaling my car, I expected the claim process to be a major headache, but was pleasantly surprised by how easy and painless it was with them.

I was so impressed by Geico’s quick and quality service that I even recommended it to my family members, who then switched their car insurance over to Geico as well. Not only is Geico retaining my business, but they’ve also managed to bring in new customers by delighting me with their exceptional service.

Second, the mission of a company plays a major role in both attracting new customers and retaining current ones. People stick with brands that align with their own interests and passions.

The TOMS business model is centered around a cause that people care about. They started with a “one for one” policy – for every pair of shoes bought, they give a pair to someone in need.

TOMS gives back to people, and their customers like this. Thus far, they have donated over 60 million pairs of shoes to those in need. That's just amazing. ❖