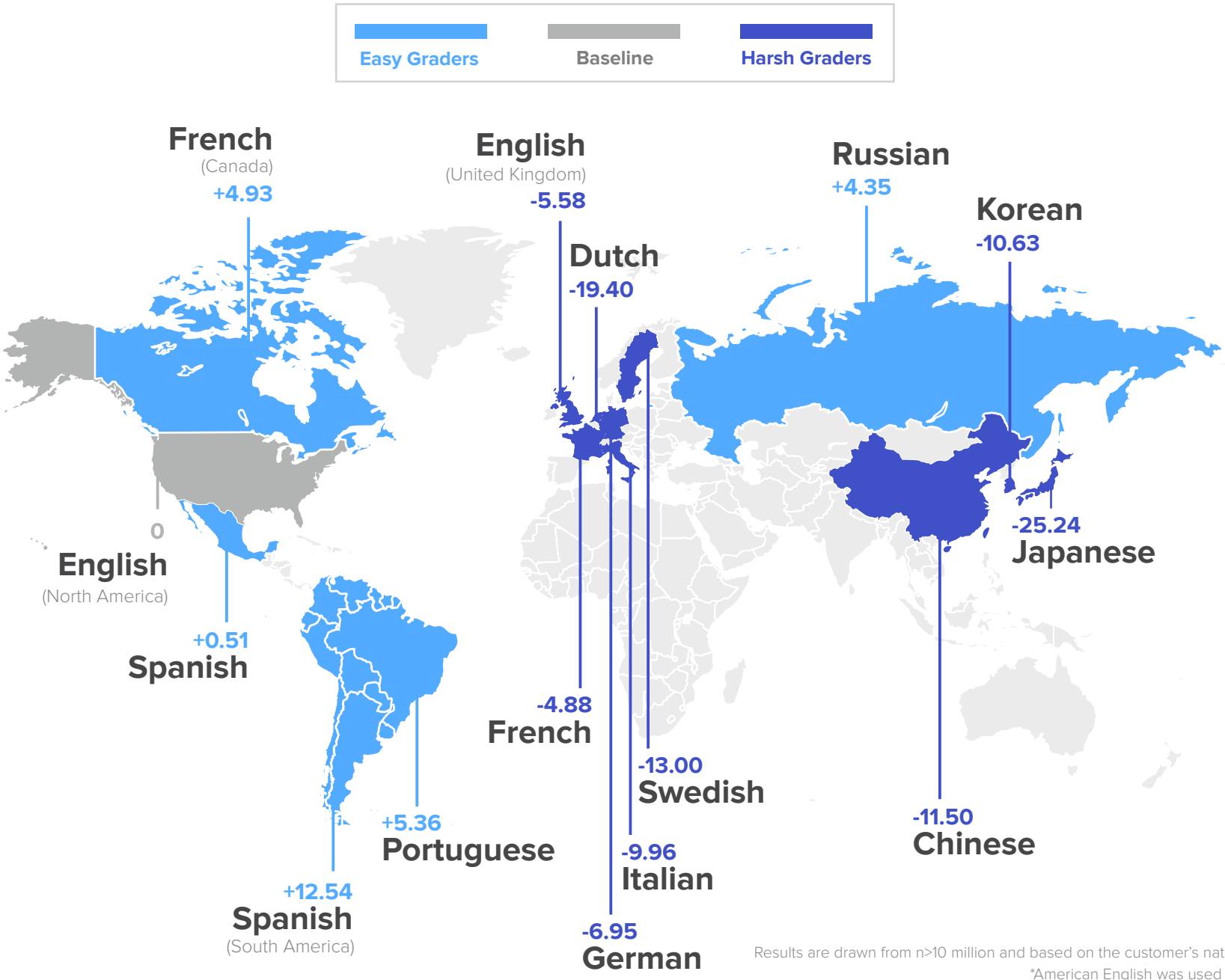# Medallia

Cultural Bias

There are some pretty big differences in cultures around the world.
How does this manifest in terms of how they rate their experiences?

Values represent the difference between satisfaction scores
of the given language and English*

| Easy Graders | Baseline | Harsh Graders |

French (Canada) **+4.93**

English (United Kingdom) **-5.58**

Russian **+4.35**

Korean **-10.63**

Dutch **-19.40**

English (North America) **0**

Spanish **+0.51**

Portuguese **+5.36**

Spanish (South America) **+12.54**

French **-4.88**

Swedish **-13.00**

Italian **-9.96**

German **-6.95**

Chinese **-11.50**

Japanese **-25.24**

Results are drawn from n>10 million and based on the customer's native language.
*American English was used as a baseline

GLOBALLY

MOST LENIENT GRADERS
South American Spanish Speakers
gave on average the highest scores

HARSHEST GRADERS
Japanese Speakers
gave on average the lowest scores

MOST CONSERVATIVE
Japanese Speakers

used less of the scale when responding to feedback

IN EUROPE

MOST LENIENT GRADERS
French Speakers
gave on average the highest scores

HARSHEST GRADERS
Dutch Speakers
gave on average the lowest scores

SOUTH AMERICA | **NORTH AMERICA**
EASY GRADERS

EUROPE | **ASIA**
HARSH GRADERS

Medallia