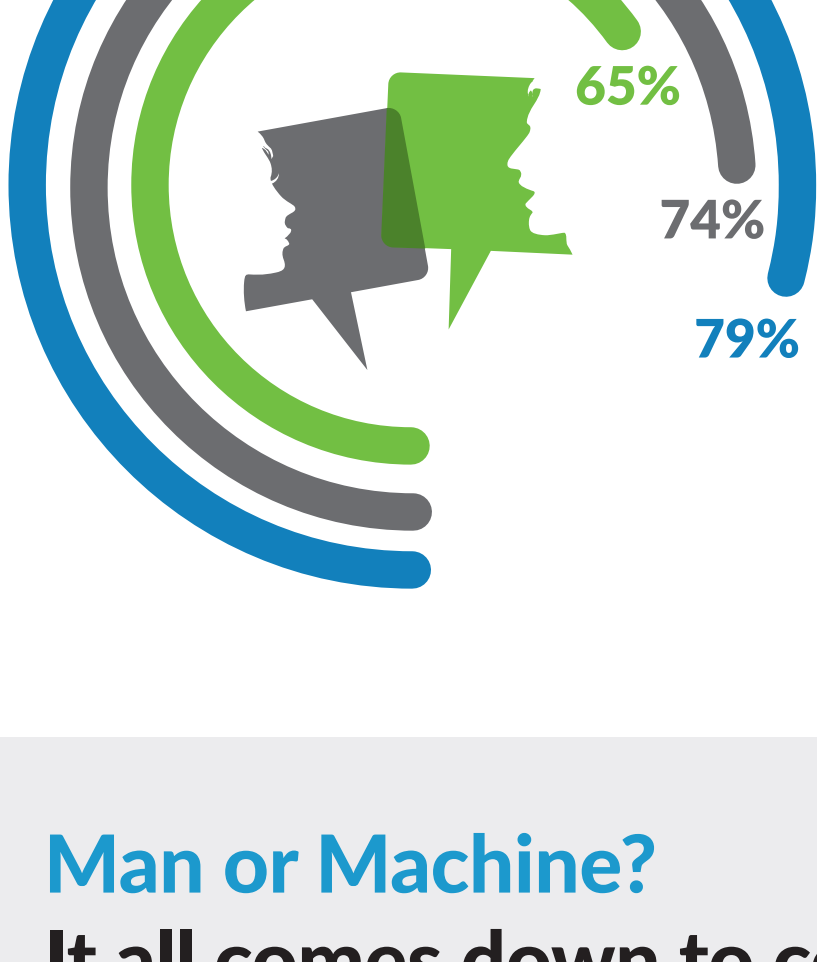


The Digital Tipping Point

Latest research across 12 countries highlights the need to get the balance right between human and digital customer service

Maintain a human element

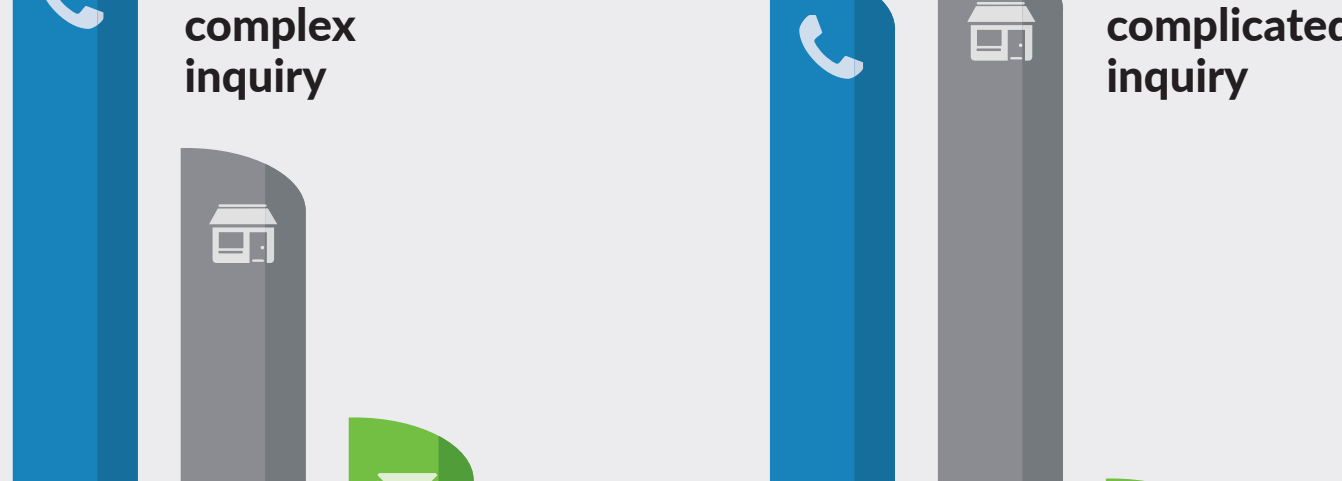
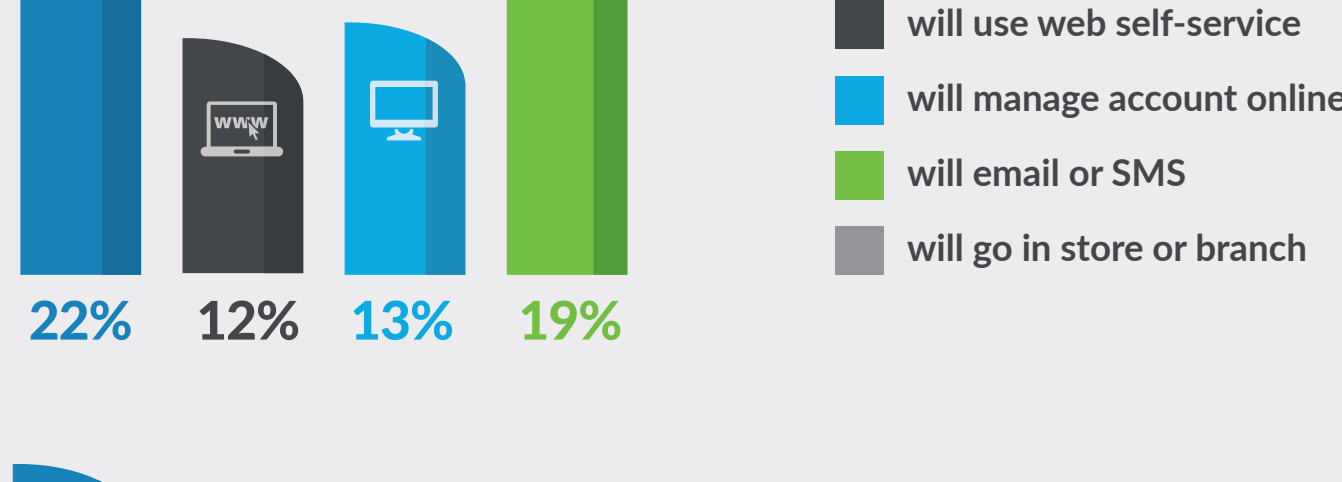


79% want direct person contact to remain part of customer service

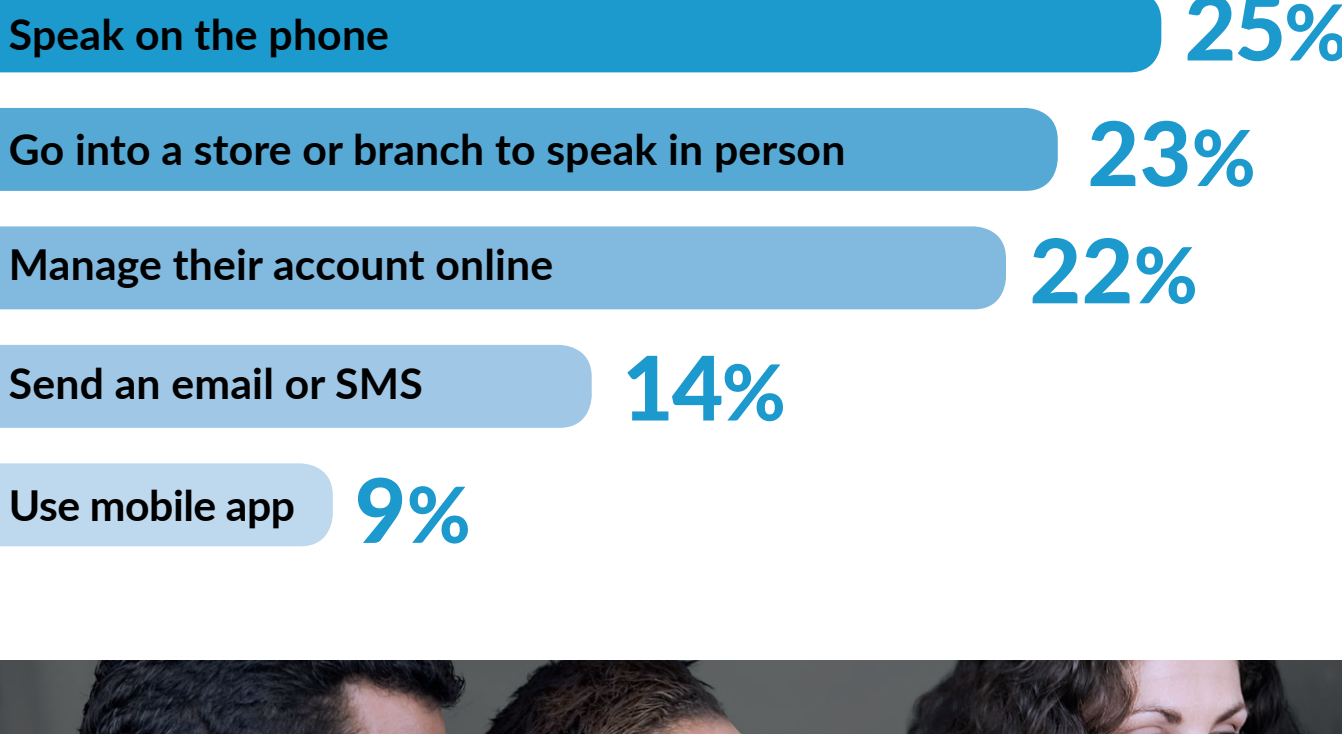
74% don't like dealing with companies that don't provide a phone number on their website

65% feel they receive better service when speaking to a person on the phone or in-store

Man or Machine? It all comes down to complexity...



Most popular ways consumers contact organizations in customer service situations



The human touch helps to drive loyalty

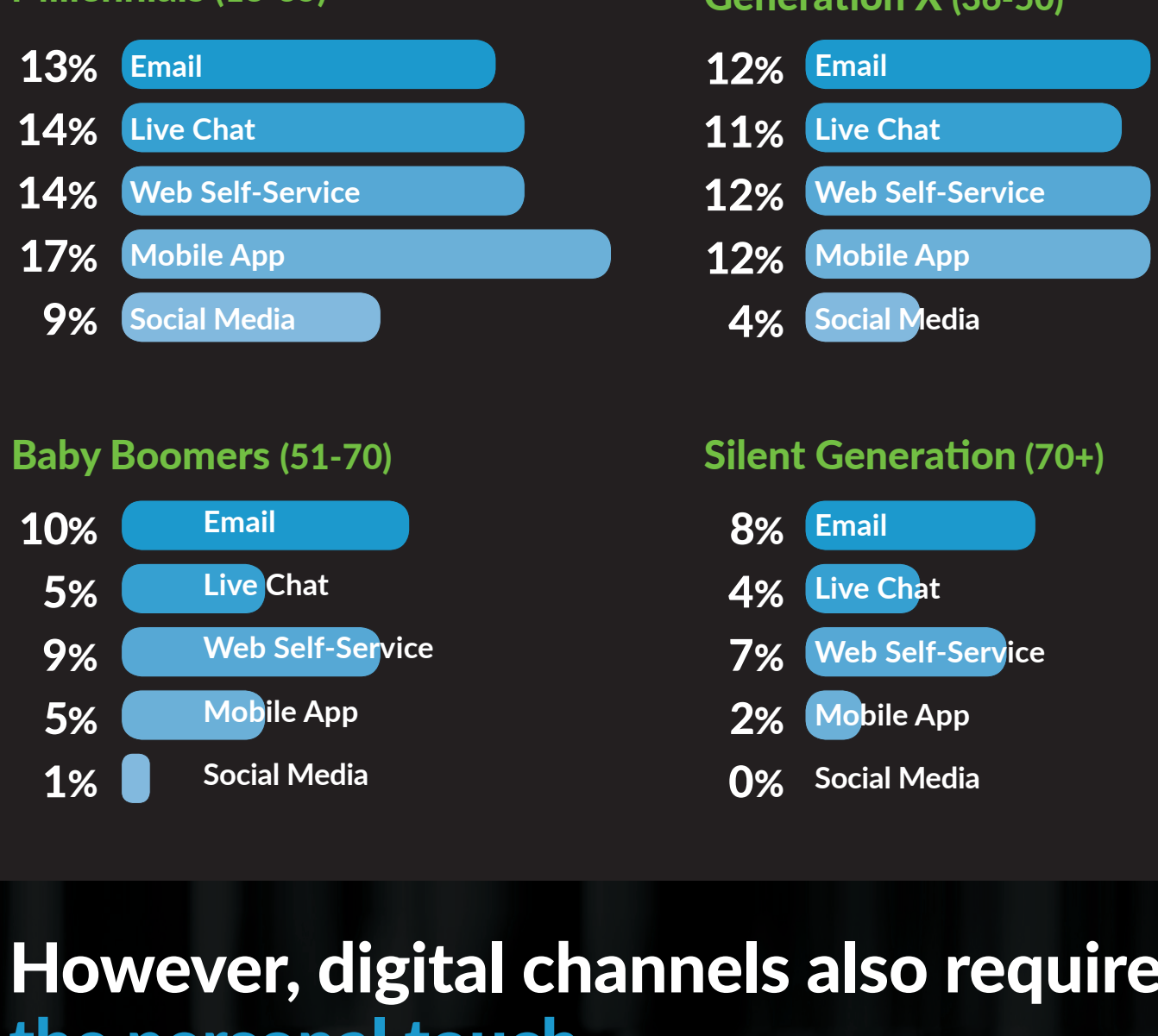
Customers that have a good customer experience in person or on the phone behave more favorably towards brands than online. They are:



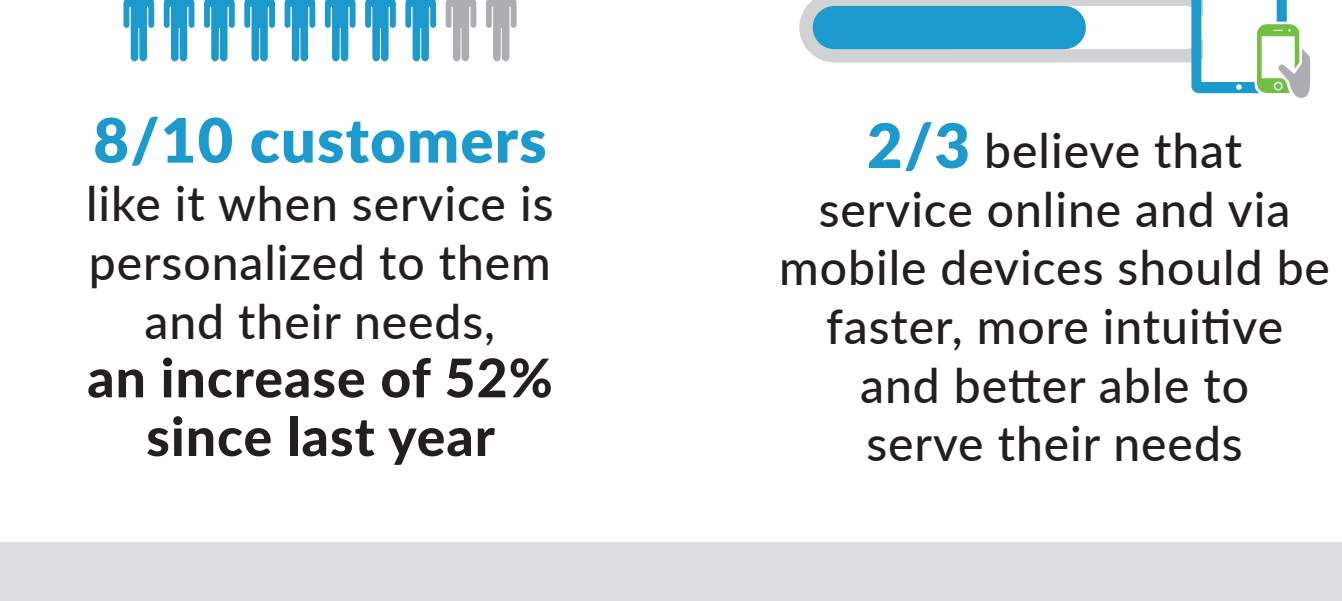
Furthermore, consumers are **57% more likely to do nothing** following a positive customer experience on digital channels than in person.

Younger generations are your future customers and they are driving the switch to digital

Channels customers want organizations to add, by generation:



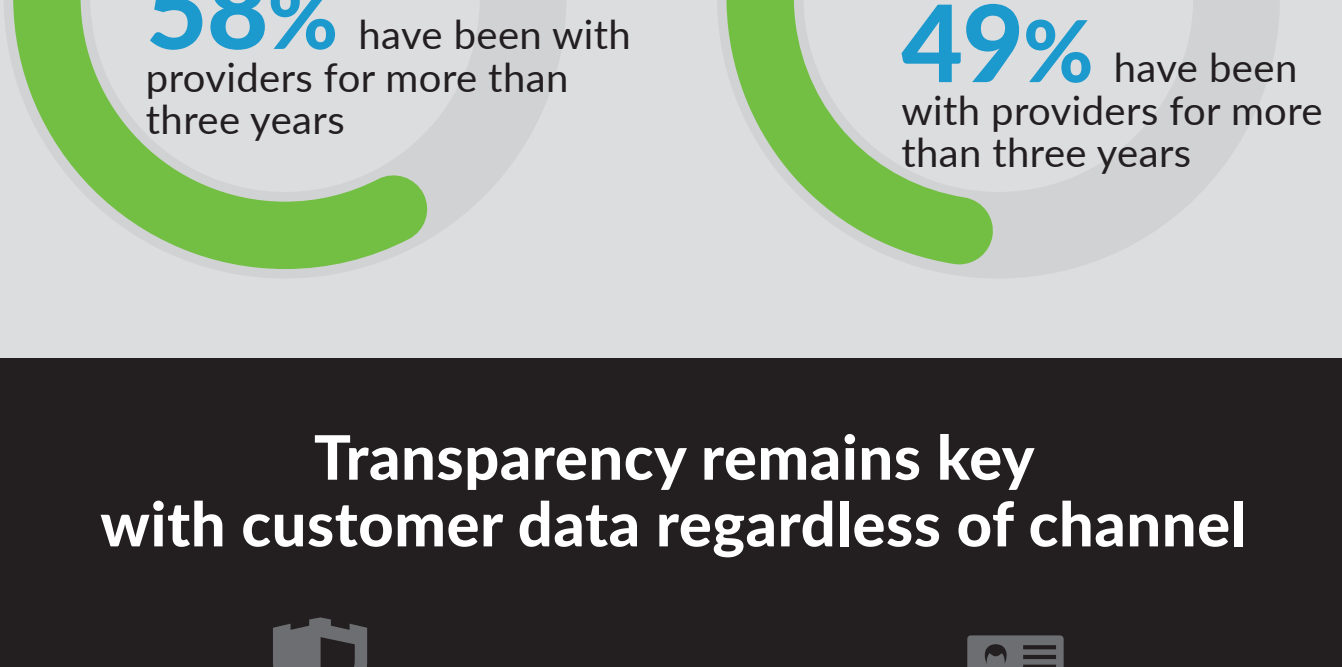
However, digital channels also require the personal touch



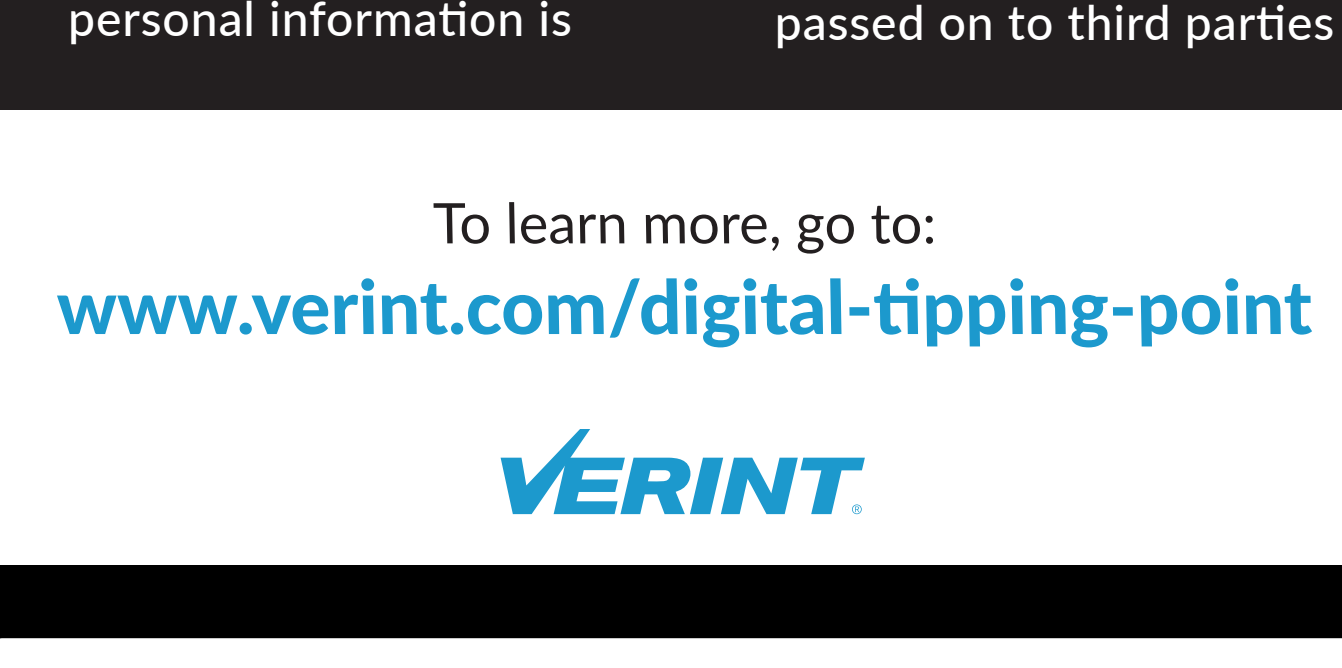
Beware: attrition higher among digital consumers

On average across all sectors, **57% of customers have been with their service providers for more than three years.**

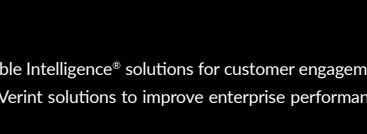
But not all customers are created equal:



Transparency remains key with customer data regardless of channel



To learn more, go to: www.verint.com/digital-tipping-point



About the research
The research was commissioned by Verint from 23 June to 20 July 2016 in association with Opinium Research LLP, a UK-based research company. Interviews were conducted amongst 24,001 consumers in the following countries: Australia (2,000), Brazil (2,000), India (2,000), France (2,000), Germany (2,000), Japan (2,000), Mexico (2,000), Netherlands (2,000), New Zealand (2,000), South Africa (2,000), UK (2,001) and US (2,000). The research was conducted online, in the local language for each area and respondents were incentivized to participate.

Verint. Powering Actionable Intelligence®
Verint® Systems Inc. (NASDAQ: VRNT) is a global leader in Actionable Intelligence® solutions for customer engagement optimization, security intelligence, and fraud, risk and compliance. Today, more than 10,000 organizations in over 180 countries use Verint solutions to improve enterprise performance and make the world a safer place. Learn more at www.verint.com.

info@verint.com [1-800-4VERINT](tel:1-800-4VERINT) www.verint.com/ceo blog.verint.com twitter.com/verint facebook.com/verint

Unauthorized use, duplication, or modification of this document in whole or in part without the written consent of Verint Systems Inc. is strictly prohibited. By providing this document, Verint Systems Inc. is not making any representations regarding the correctness or completeness of its contents and reserves the right to alter this document at any time without notice. Features listed in this document are subject to change. Not all functionality is available in all configurations. Please contact Verint for current product features and specifications. All marks referenced herein with the ® or TM symbol are registered trademarks or trademarks of Verint Systems Inc. or its subsidiaries. All rights reserved. All other marks are trademarks of their respective owners. © 2016 Verint Systems Inc. All Rights Reserved Worldwide. 10-2016