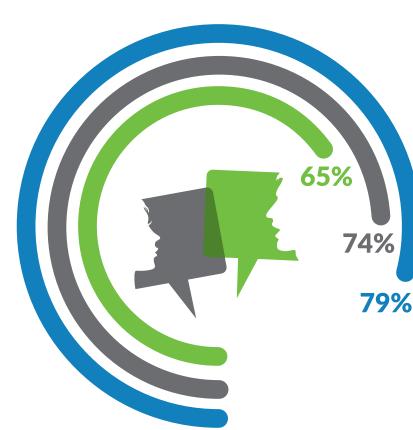
Latest research across 12 countries highlights the need to get the balance right between human and digital customer service

### Maintain a human element



79% iiiii 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% P feel they receive better service when speaking to a person on the phone or in-store

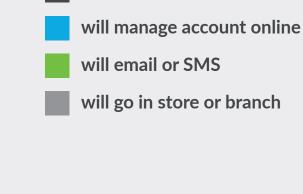
## It all comes down to complexity...

inquiry

Man or Machine?

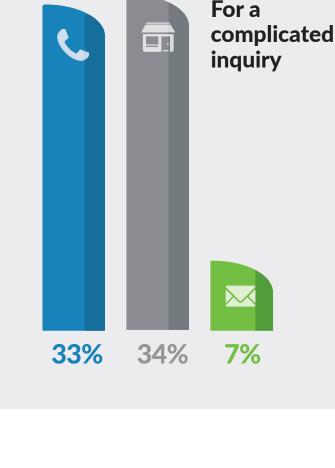
# For a simple





will make a phone call

will use web self-service

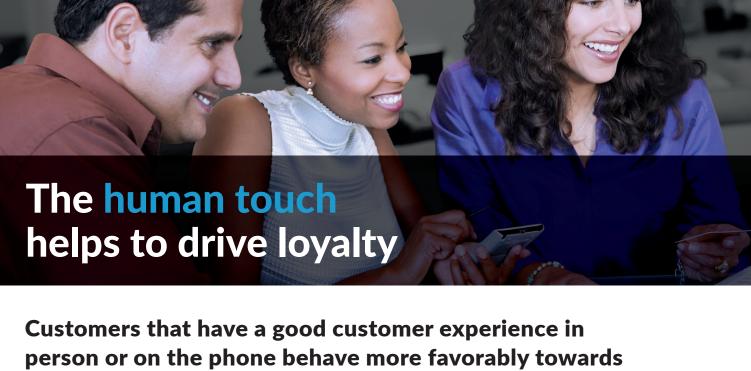


#### contact organizations in customer service situations **25**% Speak on the phone

Go into a store or branch to speak in person

Most popular ways consumers





27%

19%

more likely to sign up to an organization's loyalty program more likely to renew their product or service

even if it isn't the cheapest option

**brands than online.** They are:

than in person.

switch to digital

14% Web Self-Service

17% Mobile App

10%

5%

9%

9% Social Media

positive review Furthermore, consumers are 57% more likely to do nothing following a positive customer experience on digital channels Younger generations are your future customers and they are driving the

more likely to leave a

Channels customers want organizations to add, by generation: Millennials (18-35) **Generation X (36-50)** 12% Email **13%** Email 11% Live Chat 14% Live Chat

Silent Generation (70+) **Baby Boomers (51-70)** 8% Email **Email** 



8/10 customers

like it when service is

personalized to them

and their needs.

digital consumers

But not all customers are created equal:

have been with

providers for more than

three years

Live Chat

Web Self-Service



service online and via

mobile devices should be

faster, more intuitive

12% Web Self-Service

12% Mobile App

4% Live Chat

2% Mobile App

0%

7% Web Self-Service

Social Media

4% Social Media

#### an increase of 52% and better able to since last year serve their needs

Beware: attrition higher among

Customers who prefer the Customers who prefer human touch are more loyal. digital channels are more

On average across all sectors, 57% of customers have been

with their service providers for more than three years.



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

89% of customers

want to know

how secure their

86% of customers want to know if their data will be passed on to third parties

prone to switching.

than three years

with providers for more

have been

VERINT.

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

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respondents were incentivized to participate.

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