

CUSTOMER CARE IS GEARING UP FOR THE FUTURE

HERE'S WHAT YOU NEED TO KNOW

CUSTOMER CARE IS CRITICAL TO YOUR BOTTOM LINE.



76% of customers make purchases based on reputation.

Nearly

90%

reach out to customer care up to three times per month.



So every interaction is an opportunity to increase revenue.

BUT CUSTOMER CARE IS CHANGING. WHILE MANY CUSTOMERS RELY HEAVILY ON TRADITIONAL CONTACT METHODS...



79% have used the phone to contact customer care.

75% would try email

46% would try web chat

37% would try texting

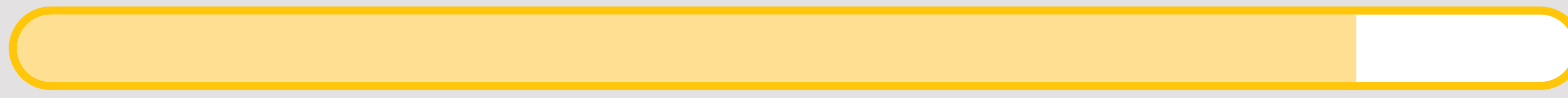
18% would try social media

...MOST WOULD BE COMFORTABLE TRYING NEW CHANNELS.

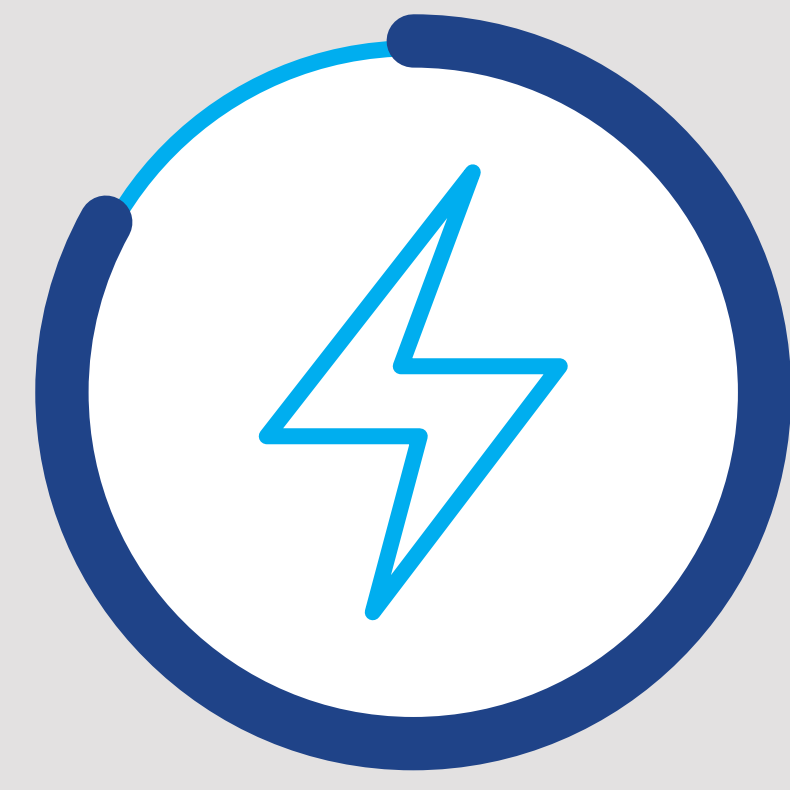
And companies are taking notice. Industries are expanding the types and availability of channels they are utilizing in their service strategies to cater to convenience.

THOUGH MOST CUSTOMERS CLAIM THE HUMAN TOUCH IS STILL A CRITICAL FACTOR IN CUSTOMER CARE...

86% "When I start a customer service interaction, my goal is to reach a human."



24% "I can resolve an issue just as effectively through an automated system."



83% "I want to resolve interactions as quickly as possible, regardless of whether I interact with a human or automated system."

...THE MAJORITY ADMIT THEY JUST WANT TO RESOLVE THE PROBLEM AS QUICKLY AS POSSIBLE.

SO WHAT DOES THIS MEAN?



Consumers are apprehensive about the effectiveness of automated systems, even though it could help them achieve their goal.

But this doesn't need to be the case.



Modern customer care systems can enable consumers to speak in their own words, accomplish more in less time, and reduce friction.

Learn more about the State of Customer care, and how to use our research to gear up for the future.



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