

CUSTOMER PREFERENCES & EXPECTATIONS

BY INTERACTION CHANNEL

VOICE

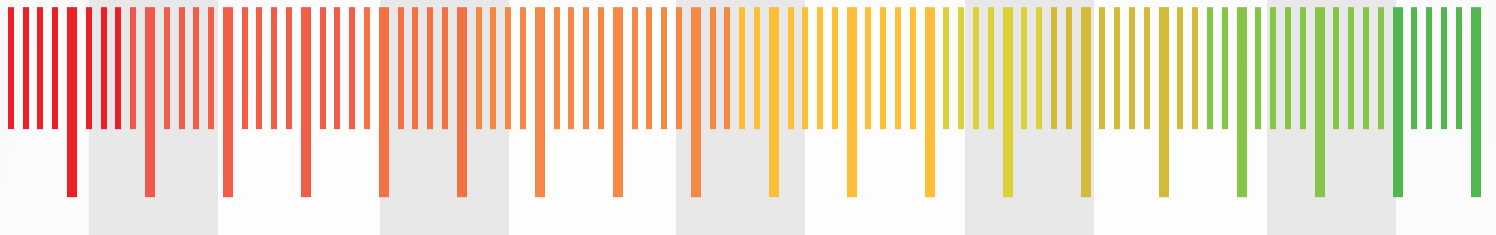
SMS

CHAT

EMAIL

SOCIAL

Immediacy of the customer request & the channel chosen



IMMEDIATE

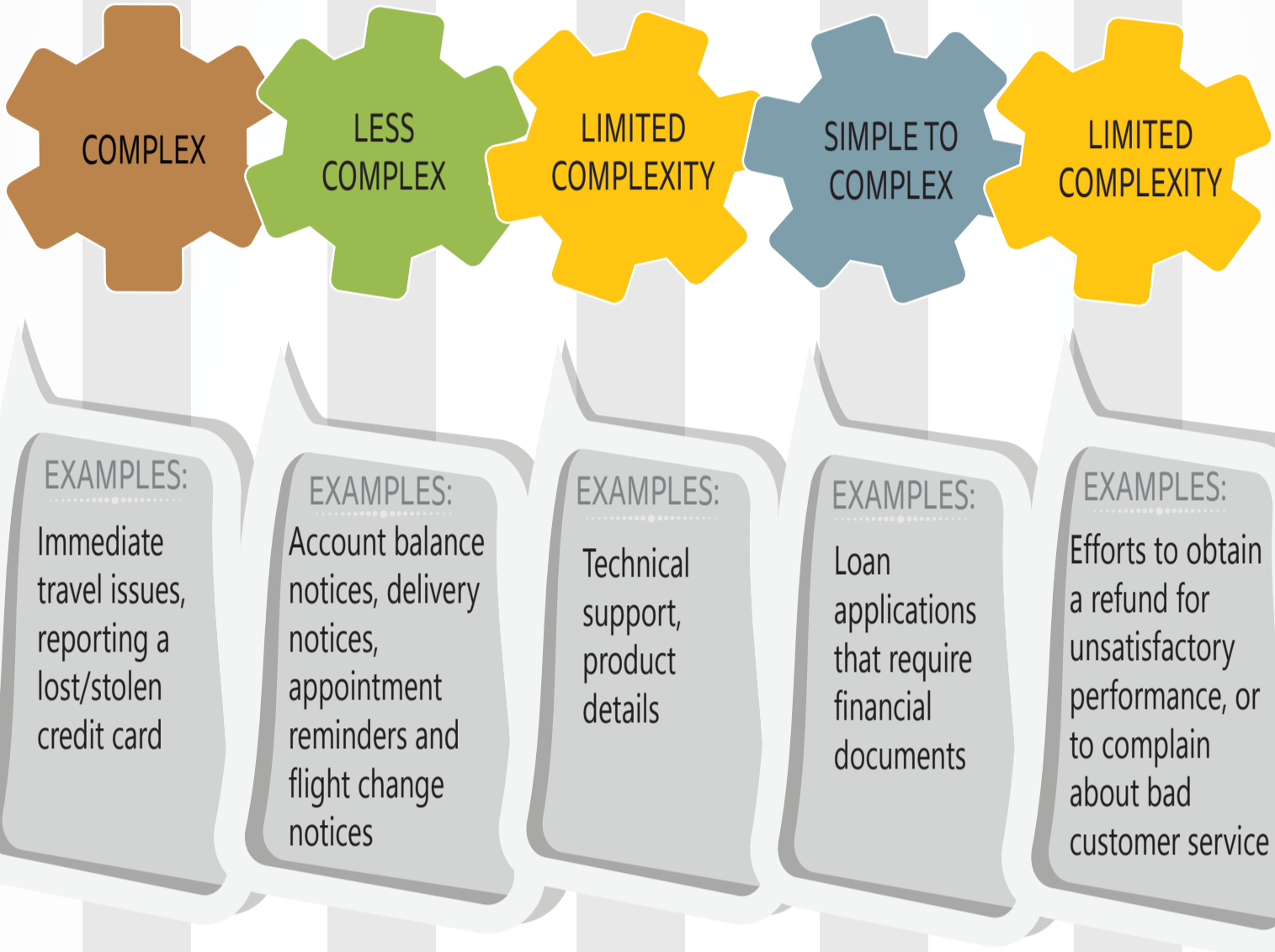
NEAR IMMEDIATE

LESS IMMEDIATE

NOT IMMEDIATE



Types of customer requests & the channel chosen



Channel popularity by generation

Global Contact Centre Benchmarking Report 2015 © Dimension Data 2015



BUSINESS GUIDANCE

- Build voice to address complex, interactive customer needs, integrate systems to allow agents to quickly investigate and resolve.
- Businesses must assess their customer demographics when delivering chat as an interaction channel.
- Creating a strategy for social media interactions is critical, simply because the need and use varies substantially by business and consumer. Age demographics are key.
- Recognize that text for business is different than personal texting, likely less interactive. Generational impact is significant.
- Build email to provide security and accuracy. Don't focus on immediacy – reasonable response times depend on industry but can range from 2 to 24 hours.