

# Defining the Human Age: A Reflection on Customer Service in 2030

**VERINT.**

Latest research from more than 36,000 consumers across 18 countries reveals the key challenges organisations face for engagement in the future

## Data and Privacy Concerns Continue to Rise



Recent high profile data breaches, and controversies around the use of customer data are having an impact.

**58%**

would never engage with a brand that had experienced a data hack

**68%**

want personalised service, but only 46% want technology to be used to predict preferences or create experiences matched to interests or buying patterns

**Only 51%**

trust organisations to use their data ethically

## The Discerning Customer

While price and quality of a product/service are still key, other factors are rising in importance in the purchasing decision.

**16%**

decline in customer retention compared to 2015 study

**69%**

say that companies' ethics are a major factor when choosing a brand

**49%**

are more likely to switch providers for ethical reasons

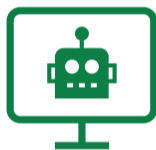
**22%**

say the customer experience is the main deciding factor when making a purchase decision

## Man and Machine Will Require a Delicate Balance

Humans and bots must co-exist in the workplace to create a seamless, end-to-end, connected customer experience.

**63%**



are happy to be served by a chatbot, if there is an option to escalate the conversation to a human when needed

**76%**



want human contact to remain part of the customer service equation

## Organisations Must Continue to Invest in the Digital Experience

**69%** want organisations to make it easier for them to engage or make a purchase whenever they want

**68%** said organisations need to make it easier to resolve a query without having to call someone or go in-store

**47%** won't engage with an organisation that doesn't have a good website or mobile app

**32%** want organisations to provide online account options in the next 5-10 years – up **113%** from 2016



## Human Relationships Make the Difference

3 Considerations:

**1**

### The human element will still be vital to the customer experience

When technology is used, it needs to be a tailored, individual experience; but only humans can form an emotional bond to delight the customer.

**2**

### Trust is hard to earn, and easy to lose

Organisations must be transparent, ethical and responsible in every element of their business.

**3**

### Full disclosure

Digital and automated service will play a vital role for customers, adding convenience and speed to simple tasks. Always disclose if AI or chatbots are serving the customer and give them the option to speak to a highly-skilled, highly-trained, human service agent.



## About the Research

The research was commissioned by Verint from 27 December 2017 to 8 January 2018 in association with Opinium Research LLP. Interviews were conducted amongst 36,014 consumers in the following countries: Australia, Belgium, Brazil, Canada, Denmark, France, Germany, Hong Kong, India, Japan, Mexico, Netherlands, Singapore, South Africa, Spain, Sweden, UK and US. The research was conducted online, in the local language for each country, and respondents were incentivised to participate.



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