

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

# VERINT®

Latest research across 18 countries reveals more than 36,000 consumer perceptions of **technology in the workplace**

## Many welcome the use of technology in the workplace



70%

reported a rise in automation technology replacing tasks and processes in their workplace

67%

expect workplaces to be more flexible to suit employee preferences as technology improves

62%

think technology is already making it easier for them to work from home or work more flexible hours

49%

say automation technology such as AI, algorithms and robots are helping them work more effectively



But some concerns still remain

43%

worry that robots or AI will take over their job in the next 10 years

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AI and automation make CRM users more efficient and effective. They offload repetitive tasks and allow frontline personnel to concentrate on nurturing customer relationships. Companies that master the interplay between AI, automation, and human relationships will dominate their industries.

Forrester: *Top Trends That Shape CRM In 2018*  
January 24, 2018



**Co-bot, not robot.**  
Technology will augment, but not replace humans – especially in service

76%

want human contact to remain part of customer service

68%

worry their query will get lost or misunderstood by fully automated services

63%

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

## Human and Robot Collaboration

Three key considerations:

1

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

2

Technology exists to augment, but not replace humans work, reducing routine and mundane tasks, and freeing time to engage in more high-touch customer engagement and rewarding work

3

When implementing robotics, AI and machine learning, engage the workforce and show them how it supports their work and highlight the ongoing importance of human interaction, intelligence and emotion



## 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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