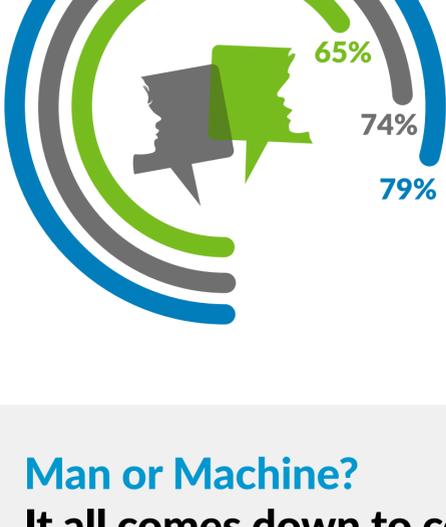


The Digital Tipping Point

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

Maintain a human element

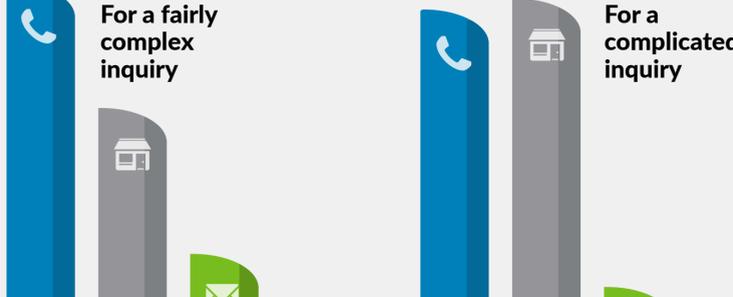
79% want direct person contact to remain part of customer service



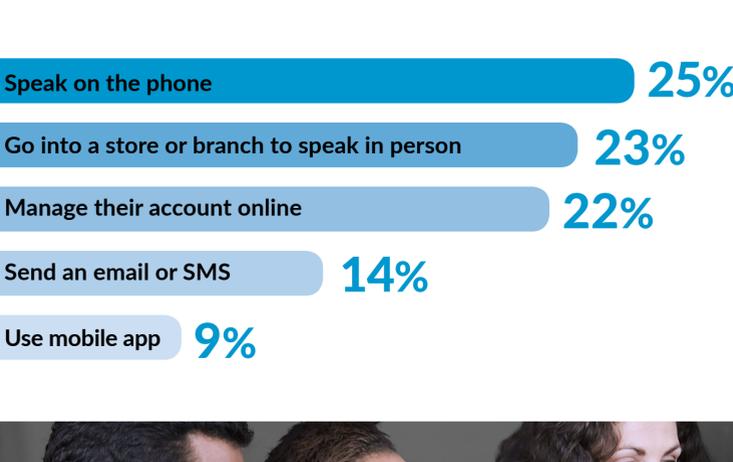
74% don't like dealing with companies that don't provide a phone number on their website

65% feel they receive better service when speaking to a person on the phone or in-store

Man or Machine? It all comes down to complexity...



Most popular ways consumers contact organizations in customer service situations



The human touch helps to drive loyalty

Customers that have a good customer experience in person or on the phone behave more favorably towards brands than online. They are:

38% more likely to renew their product or service even if it isn't the cheapest option

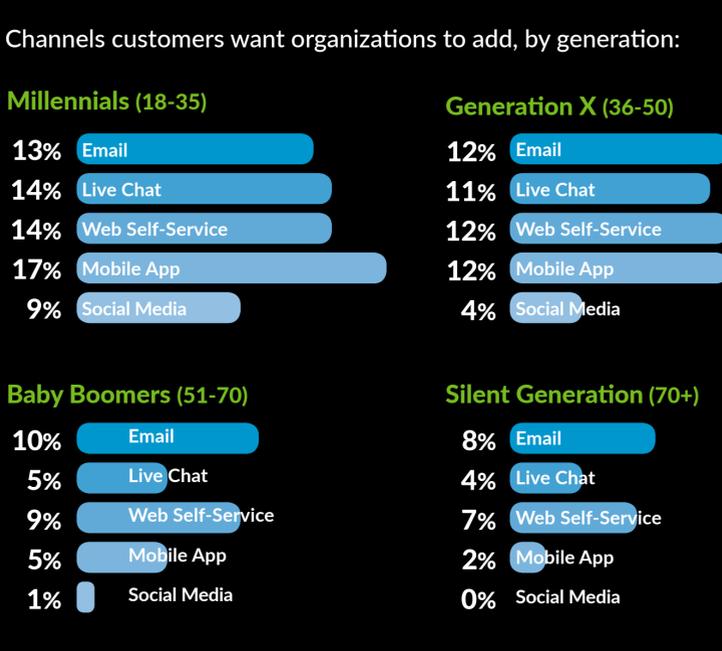
27% more likely to sign up to an organization's loyalty program

19% more likely to leave a positive review

Furthermore, consumers are **57% more likely to do nothing** following a positive customer experience on digital channels than in person.

Younger generations are your future customers and they are driving the switch to digital

Channels customers want organizations to add, by generation:



However, digital channels also require the personal touch

8/10 customers like it when service is personalized to them and their needs, an increase of **52%** since last year

2/3 believe that service online and via mobile devices should be faster, more intuitive and better able to serve their needs

Beware: attrition higher among digital consumers

On average across all sectors, **57%** of customers have been with their service providers for more than three years.

But not all customers are created equal:

Customers who prefer the human touch are more loyal. **58%** have been with providers for more than three years

Customers who prefer digital channels are more prone to switching. **49%** have been with providers for more than three years

Transparency remains key with customer data regardless of channel

89% of customers want to know how secure their personal information is

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

To learn more, go to:

www.verint.com/digital-tipping-point



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 respondents were incentivised to participate.

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