Engagement in the Always-on Era

VERINT

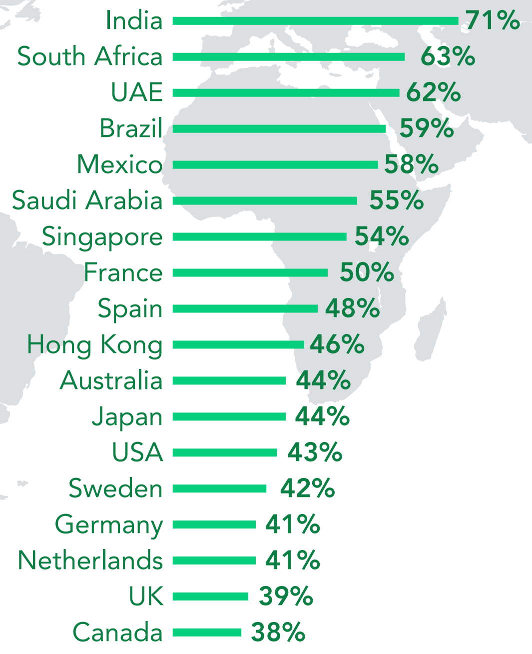
How humans and technology work hand-in-hand to meet rising expectations

Latest research across 18 countries explores how demand for 24/7 service has shifted attitudes towards technology in the workplace.

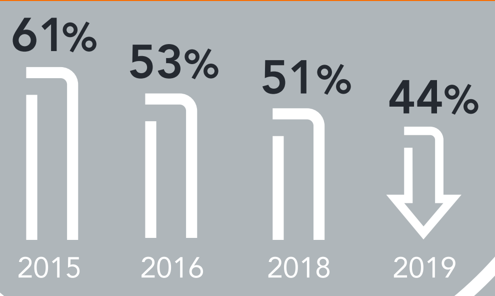
Convenience is king as customers demand that service is always on

- **77%** say convenience is a major factor when choosing a service provider
- **68%** feel more loyal towards brands that make it easy and convenient to engage
- **60%** expect to be able to engage on any channel and at any time
- **52%** of 18-24s believe that the convenience of digital service is more important than interacting with a human

Globally 49% say convenience is more important than price when selecting a provider



And in the always-on era – **loyalty continues to be more challenging** as customer retention continues to decline



It's not just about product or service. **You need to be good at everything!**

Reasons for choosing a provider

As digital channels continue to rise in popularity...

- Demand to engage through mobile apps increase **57%** in the past year
- Online account management or web self service are the primary channel for engagement **(34%)**

...the value of human interaction remains, especially for high value interactions, and the hybrid workforce becomes key to meeting growing expectations

- Speaking to an agent is second most popular engagement method **(30%)**
- The physical store or branch has a future, preferred by **29%** of consumers
- **60%** of customers believe they can negotiate a better outcome when they engage with a human

Understanding your customers at an individual level is vital. **Beware of generational differences.**

- **16%** of 25-34s are most likely to turn to mobile apps
- **29%** of **18-24s** say that going in-store is their preferred communication method
- **28%** of **18-34s** say they prefer speaking on the phone

34% of 18-24s / **27%** of 65+ are more likely to prefer online accounts and web self service to contact their provider

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About the Research

This research was commissioned by Verint from 1st -11th of February in association with research company Opinium Research LLP. Interviews were conducted amongst 34,068 consumers in the following countries: Australia, Brazil, Canada, France, Germany, Hong Kong, India, Japan, Mexico, Netherlands, Singapore, Saudi Arabia, South Africa, Spain, Sweden, the United Arab Emirates, United Kingdom and the United States.

The research was conducted online in the local language for each country, and respondents were incentivized to participate. Sectors involved in the survey included banking, bricks-and-mortar retailers, credit card, insurance, mobile phone provider, online retailer, telecommunications, travel and utilities.

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