Engagement in the always-on era
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.

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

As digital channels continue to rise in popularity...

- Demand to engage through mobile apps increased 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

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

Reasons for choosing a provider

- Quality of product/service: 89%
- Cost of product/service: 87%
- Convenience dealing with an organization: 83%
- My customer experience: 83%
- The company is an organization I trust: 83%
- The company’s ethics: 66%

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

- 16% of 25-34s are most likely to use mobile apps
- 29% of 18-24s say they go online to research products or services
- 28% of 18-34s say they prefer speaking on the phone
- 34% of 18-24s are more likely to prefer online accounts and web self-service to contact their provider

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Report

- 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 at any time
- 52% of 18-24s believe that the convenience of digital service is more important than interacting with a human

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