**QUESTION:** What kind of relationship do you WANT with companies?

59% want **EFFICIENT TRANSACTIONAL** service

24.2% want **PERSONALIZED** service

3.2% actually **LOOK FORWARD** to interacting

11% want to **“BUY AND SAY GOODBYE”**

**Companies waxing poetic?**

There's a lot of romantic talk in organizations and among industry pundits on the importance of personalized service. But these results indicate this kind of talk might just be waxing poetic... customers don’t see it as all that important.
QUESTION: Companies are interacting with consumers online more than ever. Due to this trend, which of the following activities do you think businesses have improved most at?

- 29% Selling
- 34% Marketing
- 10% Designing Products
- 24% Helping Customers

YIKES! Call them cynics or call them skeptics... the fact is, most customers aren’t seeing how the explosion in customer data sophistication has translated into better SERVICE. Mostly they think companies are just getting better at selling and marketing stuff.

OPPORTUNITY ALERT!
Companies that DO begin to offer noticeably better service can’t help but stand out.

QUESTION: Where is the FIRST place you go when looking for information regarding a product or service?

- 67% Company Website
- 10% Social media
- 10% Store or branch
- 4% Mobile app
- 6% Phone

The Digital Revolution is Here.
2 out of 3 customers go straight to your website when they need answers. Organizations that fail to make it easy for customers to get the answers they need in the digital channel are simply inviting escalation calls or, worse, driving customers to seek answers from competitor websites.
QUESTION: Where is the FIRST place you go when looking for answers to a customer service question?

That’s gold, Jerry!

Sage service advice from Seinfeld. In his standup comedy tour, Jerry Seinfeld gives this advice to single men who might be looking to settle down: “You know what you guys better have if you really want to get married? ... YOU BETTER HAVE ANSWERS!!”

Seinfeld says the secret to his marriage is to ALWAYS have answers on hand, to respond to the never-ending litany of questions he’s sure to get from his wife. Questions ranging from the mundane to the outrageous. Having answers at-the-ready is the key to a solid relationship, he argues.

Who knew Seinfeld’s advice would be just as appropriate for companies today? You want to please the majority of customers who bring their customer service questions online? YOU BETTER HAVE ANSWERS!

QUESTION: Which industry provides the best online customer experience?

68%  Retail
17%  Telecoms
13%  Utilities
2.3%  Other
“I should be able to get the same answers from a company’s website that I can get from speaking to one of their call center workers.”

DON’T CONFUSE THE CUSTOMER.
A large part of customer satisfaction is about CONSISTENCY of answers. A sure way to cause confusion and more trouble for your customer is to give them conflicting answers to the same question in different channels.

74% of customers agreed

“If I had a customer service question, I would rather use a mobile app or web browser on my smart phone than call a contact center for an answer.”

60% of customers aged 18-34 agreed

The consumer survey data presented above certainly paints the picture of a modern customer who wants fast, effective digital interactions to fit into their mobile, ultra-connected lifestyle. But are organizations listening? It seems they are. Not only that, they have very clear expectations about what digital self-service can do for them. On the next page we share the results of our own poll of 100 organizations so you can see why your customer experience peers are prioritizing a digital self-service deployment at their own organization.
In a recent poll, IntelliResponse asked 100 organizations about their primary goals for online self-service. The results are summarized here and are very telling about the value organizations expect to receive from deploying a virtual agent (multiple responses were allowed.)

![Pie chart showing the following categories and percentages:](image)

- Deflect calls and emails from the contact center: 61%
- Lower the level of customer effort required: 55%
- Make live agents more effective: 49%
- Increase CSAT: 31%
- Reduce website abandonment: 16%

**WHAT DO THE RESULTS MEAN?**

**Deflecting calls and emails from the contact center** emerged as the top priority, with **lowering the level of customer effort** not far behind. These top two goals align with the survey results we discovered from the Google consumer survey, meaning customer experience leaders have seen the shift in consumer preferences and recognize digital self-service as an effective way to accommodate these preferences while also delivering operational and cost reduction benefits.

This synergy among the two survey findings is indicative of the rapid adoption of digital self-service technology like virtual agents. The takeaway for customer experience leaders? The time for action is right now. Gartner predicts that by 2020, the customer will manage 85% of the relationship with an enterprise without interacting with a human. Companies who fail to embrace digital self-service will find themselves in the difficult position of playing catch up to competitors who are deploying virtual agents in their digital channels right now, and already seeing results.