

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

VERINT.

Latest research from more than 36,000 consumers across 18 countries reveals the key challenges organizations face for engagement in the future

Data and Privacy Concerns Continue to Rise



Recent high profile data breaches, and controversies around the use of customer data are having an impact.

68%

want personalized service, but **56%** do not want technology to be used to predict preferences or create experiences matched to interests or buying patterns

Only 51%

trust organizations to use their data ethically

The Discerning Customer

While price and quality of a product/service are still key, other factors are rising in importance in the purchasing decision.

16%



decline in customer retention compared to 2015 study

69%



say that companies' ethics are a major factor when choosing a brand

49%

are more likely to switch providers for ethical reasons

22%

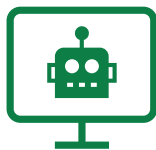
say the customer experience is the main deciding factor when making a purchase decision



Man and Machine Will Require a Delicate Balance

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

63%



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

76%



want human contact to remain part of the customer service equation

Organizations Must Continue to Invest in the Digital Experience

69% want organizations to make it easier for them to engage or make a purchase whenever they want

68% said organizations need to make it easier to resolve a query without having to call someone or go in-store

47% won't engage with an organization that doesn't have a good website or mobile app

32% want organizations to provide online account options in the next 5-10 years – up **113%** from 2016



Human Relationships Make the Difference

3 Considerations:

1

The human element will still be vital to the customer experience

When technology is used, it needs to be a tailored, individual experience; but only humans can form an emotional bond to delight the customer.

2

Trust is hard to earn, and easy to lose

Organizations must be transparent, ethical and responsible in every element of their business.

3

Full disclosure

Digital and automated service will play a vital role for customers, adding convenience and speed to simple tasks. Always disclose if AI or chatbots are serving the customer and give them the option to speak to a highly-skilled, highly-trained, human service agent.



About the Research

The research was commissioned by Verint from December 27, 2017 to January 8, 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 incentivized to participate.



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