5 key trends in understanding digital and channel success

**1. Voice**
- 74% of respondents phoned a contact centre last year (64% in 2015).
- 53% say agents don’t always know what’s on their website (59% in 2017).
- 81% think human agents should check the more complicated responses of chatbots (74% in 2017).
- 80% expect organisations to use AI and automated voice services to answer simple queries from customers (67% in 2017).

**2. Messaging**
- 58% say that being able to look at the screen makes webchat more useful (49% in 2015).
- 55% like webchat because they have a record of the conversation (48% in 2015).
- 47% of 16-34 years olds would be happy making a secure payment over webchat or messaging.
- 48% prefer to use webchat rather than the phone to contact an organisation when they are on their website.

**3. Social media and video**
- In 2019, 29% of people used social media to get customer service from a company, down from 38% in 2017.
- 57% say they get ideas for buying new products and services from social media.
- 39% use social media to read other people’s comments about brands, products and services.

**4. Trusted technology**
- 60% say it takes too long to identify them when they phone call centres.
- 81% would like voice biometrics for identification and Verification (ID&V).
- 67% say they are often asked to repeat their account details on the same call which is irritating.
- 50% would have bought more over the phone if payments were secure.

**5. Outbound care**
- 87% want to be informed when there is a problem with their product or service.
- 82% say it would be good if organisations used AI to monitor the condition of products and services.