Autonomous customer 2020.

BT

8 in 10 customers expect organisations to use **AI for transformational proactive notifications**.

41% say in the last year they have **stopped partly or completely** using two or more brands because of **poor customer experience or service**.

3 in 4 buy more from companies that make it **easier to do business** with them.

Only **21%** rate the **digital experience** of large multinational organisations as excellent.

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.