2019 NICE inContact Customer Experience (CX) Transformation Benchmark

Global Findings:
United States, United Kingdom, Australia

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Overview & Methodology

Overview

Companies strive to differentiate themselves on the customer service experience, to retain their current customers, create advocates, and gain new customers. Exceptional customer service has become an essential key to drive company growth.

As the types and numbers of service channels continue to evolve and grow, companies must look to improve the channels they have in place while expanding the ways customers are able to reach them.

Meanwhile, as artificial intelligence becomes more commonplace, companies must learn how to apply the technology in ways that are satisfactory to customers – providing solutions to issues faster and easier than ever before.

The third annual NICE inContact Customer Experience (CX) Transformation Benchmark reports on more than 2,550 consumers' most recent customer service experiences across 13 different channels – both agent-assisted and self-service.

This is the only research that measures real-world consumer experiences with customer service channels, including satisfaction, preference, ease of use, and Net Promotor Score®. Year-over-year comparisons are available for the United States, United Kingdom and Australia.

This eBook includes:

- Channel Usage – Agent-assisted and Self-service
- Channel Performance
- Customer Experience / CX Attitudes
- Use of and Attitudes Toward Artificial Intelligence
- Use of and Attitudes Toward Private Social Messaging Apps

Methodology

Fielding

- The 2019 consumer wave of research was fielded in the United States, United Kingdom and Australia in June 2019
- The 2018 consumer wave of research was fielded in the United States, United Kingdom and Australia March-April 2018
- The 2017 consumer wave of research was fielded in the United States in March 2017

Consumer screening criteria

- Consumers who communicated with a company through a customer service experience in the last three months
- United States, United Kingdom, and Australia
- N=2,550 (850 per country)
- Generations referenced throughout the report are defined as followed:
  - Generation Z: Born 1997-2012, Age 18-22
  - Millennials: Born 1981-1996, Age 23-38
  - Generation X: Born 1965-1980, Age 39-54
  - Baby Boomers: Born 1946-1964, Age 55-73
  - Silent Generation: Born 1928-1945, Age 74-91

Targeted Quotas

- Quotas were set in each region for agent-assistedand self-service individual channels. Quotas were as follows:

Agent-assistent	Self-service
Voice calls: 100	IVR: 100
Email: 100	AI IVR: 50
Chat: 100	Website: 100
SMS/Text: 50	Mobile app: 100
Public social media or private social messaging app: 50	Chatbot / automated assistant: 100 or as many as possible

Actual channels filled were as follows (globally):

Agent-assistent	Self-service
Voice calls: 331	IVR: 304
Email: 332	AI IVR: 53
Chat: 330	Website: 131
SMS/Text: 147	Mobile app: 300
Public social media or private social messaging app: 141	Chatbot / automated assistant: 281

Additional channels not covered by quotas:

- Agent-assisted, Video chat: 33
- Self-service, Home electronic assistant: 167

Major Findings

Major Findings

Customer Experience (CX) Attitudes

The 2019 NICE inContact Customer Experience (CX) Transformation Benchmark confirms the importance of customer service on companies' bottom line.

- Most consumers agree they are willing to buy more products (87%) and are willing to recommend a company to others (81%) if they have an exceptional customer service experience.
- Notably, the importance of exceptional customer service will likely grow as it appears to be more important to younger consumers. Generation Z and Millennials are more likely to say:
  - They are willing to pay more (65% and 66%, respectively versus 55% for all respondents).
  - They are willing to share experiences on social media (68% and 75%, respectively versus 62% for all respondents).
  - They are willing to recommend the company on social media (89% and 89%, respectively versus 81% for all respondents).

Usage of Agent-assisted, Self-service Channels

While organizations continue to add more channels, agent-assisted – particularly phone – dominates the CX scene.

- 66% of interactions were agent-assisted.
- 47% used their phone for their most recent customer service experience, followed by email (32%) and chat (22%) – use of each of these channels has not changed globally since 2018.
- Mobile app usage has become the most often used self-service method amongst most recent interactions – jumping significantly from 16% in 2018 to 22% since 2018. This increase is seen in all countries.
- Chatbots have also seen a significant increase from 7% in 2018 to 13% in 2019 of most recent interactions. This can be attributed to younger consumers who are much more likely to use chatbots for their most recent interaction – 22% of Generation Z and 19% of Millennials. The increase in chatbot usage is significant in every region.

Major Findings, continued

Channel Performance

Agent-assisted methods lead in customer satisfaction and preference. Phone, email and online chat dominate other communication channels.

- Phone, email and online chat receive the highest scores for satisfaction, preference, and Net Promoter Score®.
- Amongst self-service methods, mobile app is a top channel for satisfaction and preference. However, mobile app NPS® has dropped since 2018.
- Website satisfaction and NPS have dropped significantly since 2018.
- While sample sizes are low due to lower usage, satisfaction and NPS scores for private messaging on social apps and AI / automated assistant on the phone are high, at 21 and 17 respectively.

Consumers find digital communications the easiest way to communicate, as they rate private social messaging apps, online chat, email and text among the easiest methods to use.

- Both ease of use and First Contact Resolution (FCR) are down for mobile app and website.
- Chatbot FCR has increased significantly since 2018.

Omnichannel Service and Performance

When beginning with self-service, consumers switch to a live agent to finish an interaction almost half of the time (46%). When starting their interaction with a live agent, they finish the interaction with that agent three-quarters of the time (73%).

- Most consumers (73%) feel that companies are doing a poor* job allowing customers to switch seamlessly between methods of communication.
- This proportion of consumers who feel companies are doing a poor job providing an omnichannel experience has increased significantly since 2018 (67%).
- However, nearly all consumers (93%) expect companies to offer a seamless experience when moving from one communication method to another.
- If they use self-service, 93% of consumers expect seamless access to a live customer service agent.

Compared to 2018, consumers are significantly more likely (87% vs. 90%) to say they are more willing to do business with a company that provides more ways to communicate.

*Poor defined as 0-6 on a scale from 0-10 (with 10 being extremely well, and 0 being extremely poorly).

Major Findings, continued

Artificial Intelligence (AI) and Customer Service

Consumer are using AI more and feeling more positive about chatbots over time.

- The proportion of consumers who have used AI for any purpose (50%) has increased since 2018 (45%). This can be attributed to a significant increase in use of an automated assistant / chatbot online (34%, up from 25% in 2018).
- Those in Australia are interacting with AI the least, while those in the US are interacting with AI the most.
- Generation Z and Millennials are most likely to have used all forms of AI for any purpose, and for customer service.
- Overall, consumers are cautious about chatbots. Most want to be informed if they are using a chatbot, prefer a live agent, and want chatbots to get smarter before they use them regularly.
- However, Generation Z and Millennials are more likely to agree that chatbots make it easier and quicker for their issues to get resolved.
- Further, since 2018, significantly more consumers are likely to say chatbots make it faster (33% in 2018 to 40% in 2019) and easier (30% in 2018 to 40% in 2019) to get their issues resolved.

Social Messaging Apps

Usage of social messaging apps for consumers' most recent customer service interaction was low, at 6%, but the desire for its use is high, especially among younger consumers.

- About four in 10 consumers, or 38%, have used a social messaging app for customer service sometime in the past.
- Generation Z (58%) and Millennials (59%) are more likely than older generations to have used a private social messaging app for customer service. Only 38% of Gen X, 19% of Baby Boomers and 16% of Silent Generation have done so.
- Half of all consumers surveyed agree companies should allow them to interact with them for customer service using private social messaging apps.
- Generation Z and Millennials are much more likely to agree they want companies to allow them to interact with customer service using private social messaging apps (72% and 69% agree, respectively).

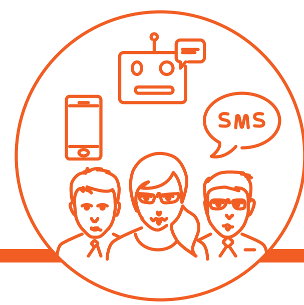
Consumers Have Spoken:
The CX future is here and it’s digital-first omnichannel

Today's up-and-coming and most influential consumers – **Millennials and Generation Z** – are driving the modern customer experience.

Millennials and Generation Z (ages 18-38) are becoming the largest consumer groups. Give them the very best experience and Millennials and Generation Z are willing to pay more and recommend your company on social media. Capturing their loyalty and advocacy leads to important business outcomes.

Millennials and Generation Z expect digital-first omnichannel experiences. Their habits differ from previous generations:

- Higher usage of chatbots, text, social media messaging apps, public social media
- Higher usage of the seamless omnichannel experience
- Higher artificial intelligence (AI) usage



Their CX perceptions differ from other generations:

- Higher preference for mobile apps, chatbots and text
- More positive perceptions of AI
- More likely to expect companies to offer private social messaging apps for customer service

Based on exceptional customer service they are:

- More willing to pay more
- More willing to share experiences on social media
- More willing to recommend the company on social media

Say hello to social **media messaging** for customer service and leverage its power to create customer advocates.

Social media messaging is prevalent and will continue to rise.

4 in 10 Consumers have used private social messaging for customer service purposes.

Facebook Messenger is the most popular app in general and for customer service (64% and 28% have used it for these purposes, respectively).

Usage will likely continue to increase, as Generation Z and Millennials are especially likely to use a private social messaging for customer service (58% and 59%, respectively).

Consumers expect companies to offer social media messaging as a way to get their issues resolved faster and easier.

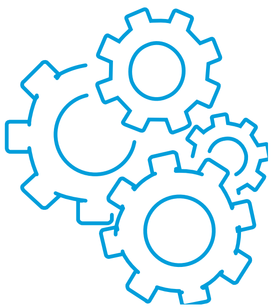
Half of consumers already expect companies to allow them to interact via private social messaging apps.

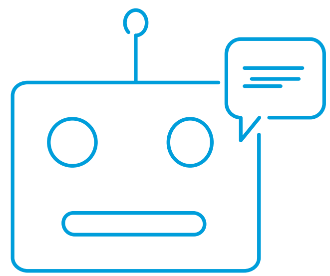
2 in 3 Generation Z and Millennials agree:

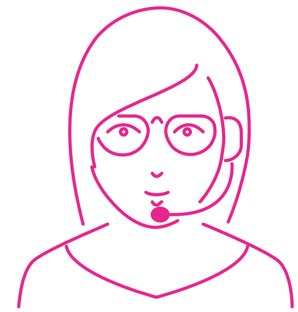
- Expect companies to allow them to interact with them for customer service using private social messaging apps
- Private social messaging apps make it easier and faster to get issues resolved
- If more companies allowed them to interact with them using private social messaging apps, they would use phone less for customer service

Artificial Intelligence (AI) for customer service is growing up and proving its worth, but still needs the human touch.

Companies who leverage AI in a holistic way can improve service experiences.







Chatbot usage and performance are improving:

- Usage of chatbots for any purpose, including customer service, has increased since 2018 (from 25% to 35%)
- Chatbot FCR has increased since 2018 (from 55% to 70%)

Preference and attitudes are changing:

- Chatbot preference has increased since 2018 (from 9% to 11% ranked as top 3 preferred way to interact)
- Consumers are more likely to say chatbots make it faster and easier to resolve their issues compared to 2018 (40% say chatbots make it faster, up from 30% in 2018; 40% say chatbots make it easier, up from 33% in 2018)

The human touch is still important, as half of consumers who start with AI are transferred to a live agent (46%).

Additionally, consumers are even more likely, than in 2018, to say they want to be informed if they are speaking to a chatbot (from 90% in 2018 to 92%).

Seamless omnichannel vital to give customers more ways to communicate instead of simply adding channel silos.

Capture more customers with more ways to communicate, seamlessly.

Omnichannel communications are happening…

50%

Half of consumers who start an interaction with AI move to a live agent.

20%

Two in ten consumers who start an interaction with a live agent move to a different communication method.

And consumers want more ways to communicate.

90%

Consumers are more likely to **be willing to do business with a company that offers more ways to communicate** compared to 2018 (90% agree with this statement, up from 87% in 2018).

However, companies are not performing up to consumer standards in seamlessly switching channels.

73%

Consumers are increasingly giving companies a **poor rating on seamlessly switching** between channels – 73% give companies a poor rating, up from 67% in 2018.

Channel Usage and Performance: Global Findings

Channel Descriptions

Channel	Description
Phone	You called the company and spoke to a live representative
Email	You emailed the company
Online chat	You chatted online with a live representative
Mobile app	You used the company's mobile app
IVR	You called the company and used an automated menu ("Press or say 1 for…") for the entire call
Automated assistant / chatbot	You used a chatbot / automated assistant online or on your mobile phone
Text	You text messaged with the company on your mobile device
Website	You visited the company's website to seek answers to a question/need
Home electronic assistant	You used a home electronic 'virtual assistant' device (for example, Amazon Alexa, Echo or Google Home)
Private Social Messaging app	You started a conversation with a company by posting a question or comment using a private social messaging app (such as messaging over WhatsApp, Facebook Messenger, WeChat, etc.)
Public Social Media	You started a conversation with a company by posting a question or comment on public social media (such as Facebook page wall comments, Twitter posts, etc.)
Conversation AI IVR	You called the company and spoke to an artificial intelligence / automated voice assistant
Video Chat	You had a video chat with the company

Agent-assisted in blue, Self-service in orange

Channel Usage and Performance: Global Findings

Channel	% Usage	% Satisfaction (9/10)	% Preference (Top 3 rank)	Net Promoter Score® (NPS®)	First Contact Resolution (FCR)
Phone	47%	48%	65%	14	72%
Email	32%	41%	51%	3	55%
Online chat	28%	48%	55%	13	69%
Mobile app	22%	39%	18%	0	65%
IVR	16%	26%	18%	-24	53%
Automated assistant / chatbot	13%	30%	11%	-4	70%
Text	10%	39%	10%	6	58%
Website	7%	31%	45%	-8	45%
Home electronic assistant	7%	31%	2%	-14	50%
Private Social Messaging app	6%	47%	8%	21	67%
Public Social Media	6%	24%	6%	-8	48%
Conversation AI IVR	3%	42%	8%	17	38%
Video Chat	3%	39%	5%	9	64%

Agent-assisted in blue, Self-service in orange

Channel Usage and Performance: Global Findings

Channel	% Usage		% Satisfaction v(9/10)		% Preference (Top 3 rank)		Net Promoter Score® (NPS®)		First Contact Resolution (FCR)	
	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
Phone	49%	47%	44%	48%	69%	65%	7	14	71%	72%
Email	32%	32%	35%	41%	58%	51%	-9	3	55%	55%
Online chat	28%	28%	47%	48%	53%	55%	21	13	14%	69%
Mobile app	16%	22%	44%	39%	21%	18%	25	0	73%	65%
IVR	15%	16%	26%	26%	20%	18%	-26	-24	53%	53%
Automated assistant / chatbot	7%	13%	28%	30%	9%	11%	-8	-4	55%	70%
Text	10%	10%	38%	39%	11%	10%	-2	6	61%	58%
Website	24%	7%	41%	31%	50%	45%	14	-8	68%	45%
Home electronic assistant	1%	7%	n/a	31%	n/a	2%	n/a	-14	n/a	50%
Private Social Messaging app	n/a	6%	n/a	47%	n/a	8%	n/a	21	n/a	67%
Public Social Media*	9%	6%	29%	24%	10%	6%	-10	-8	54%	48%
Conversation AI IVR	n/a	3%	n/a	42%	n/a	8%	n/a	17	n/a	38%
Video Chat	n/a	3%	n/a	39%	n/a	5%	n/a	9	n/a	64%

Agent-assisted in blue, Self-service in orange

*2018 survey asked about social media use in general; 2019 survey distinguished between public social media and private social media messaging apps

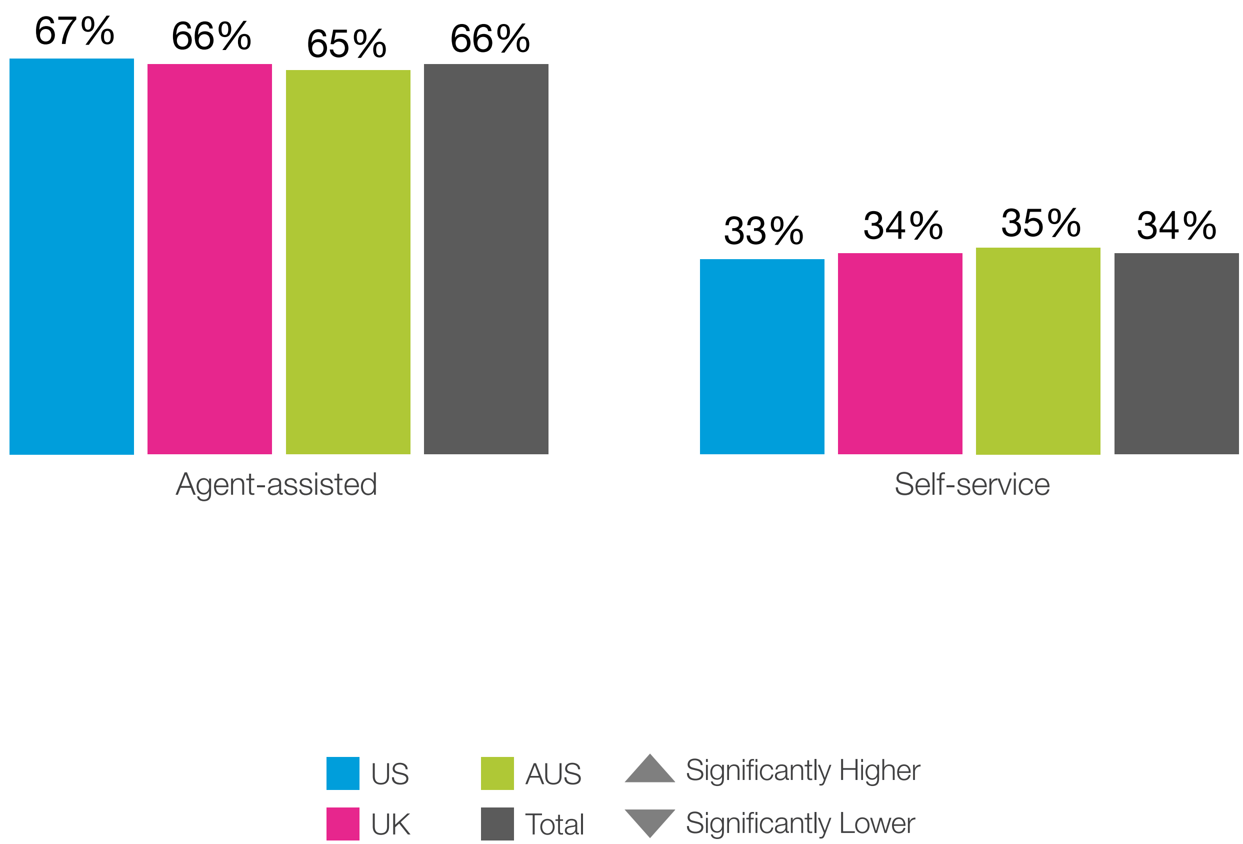
Detailed Findings

Channel Usage – Agent-assisted & Self-service

Most interactions are still agent-assisted.

More consumers are turning towards agent-assisted methods over self-service – with two-thirds of interactions being agent-assisted (66%).

Past 3 Months Channel usage



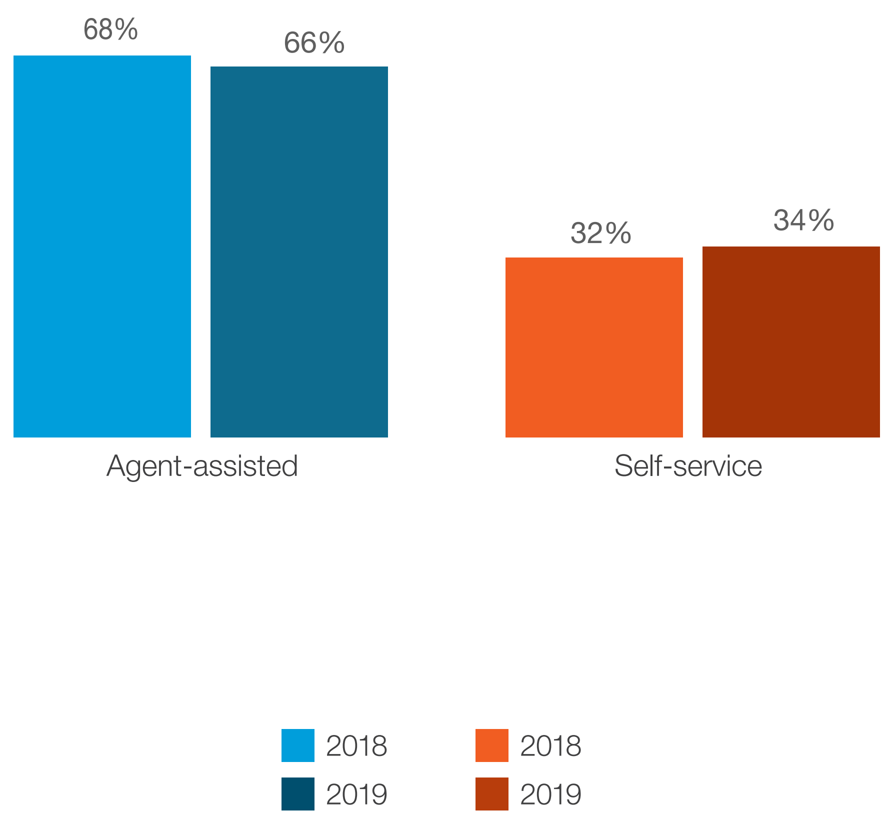
S4.1&2. You mentioned you had a customer service experience in the past three months with a company in the [INSERT INDUSTRY FROM S3] industry. As explained earlier, there are a number of ways customers can have contact with a company. In which of the following ways did you communicate or interact during this experience?

qS4selected_1-qS4selected14: Total base – 5100 points of contact by 2550 respondents. Agent-assisted channels=3388 (66%) and Self-service Channels=1712 (34%).

The proportion of agent-assisted and self-service interactions has remained steady over time.

There are no significant differences between 2018 and 2019 in the breakout of agent-assisted compared to self-service interactions.

Global Tracking Data:
Past 3 Months Channel Usage



S4.1&2. You mentioned you had a customer service experience in the past three months with a company in the [INSERT INDUSTRY FROM S3] industry. As explained earlier, there are a number of ways customers can have contact with a company. In which of the following ways did you communicate or interact during this experience?
2019: qS4selected_1-qS4selected14: Total base – 5100 points of contact by 2550 respondents. Agent-assisted channels=3388 (66%) and Self-service Channels=1712 (34%).

Phone is the most often used channel, followed by digital methods.

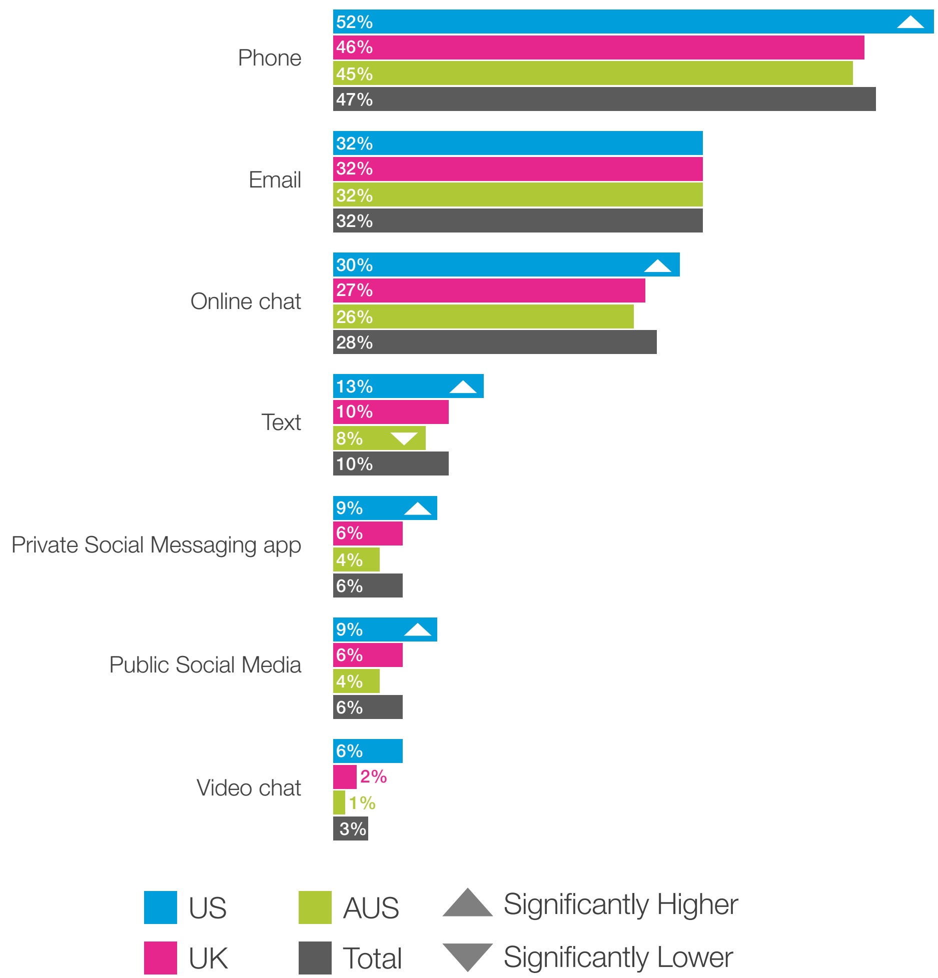
Across agent-assisted and self-service methods, consumers utilize phone most often.

US consumers are more likely to use various agent-assisted methods, including phone, online chat, text and post a question on both a private social messaging app and public social media.

Those in Australia are least likely to use text.

Generation Z and Millennials are more likely to use text (15% and 14%), post a question on a private social messaging app (10% and 14%) and post a question on social media (8% and 13%).

Channel Usage: Agent-assisted



S4.1&2. You mentioned you had a customer service experience in the past three months with a company in the [INSERT INDUSTRY FROM S3] industry. As explained earlier, there are a number of ways customers can have contact with a company. In which of the following ways did you communicate or interact during this experience?

Mobile app is the most popular self-service channel.

Self-service channels are used less frequently than several agent-assisted methods, but mobile apps stand out as the most commonly used self-service method.

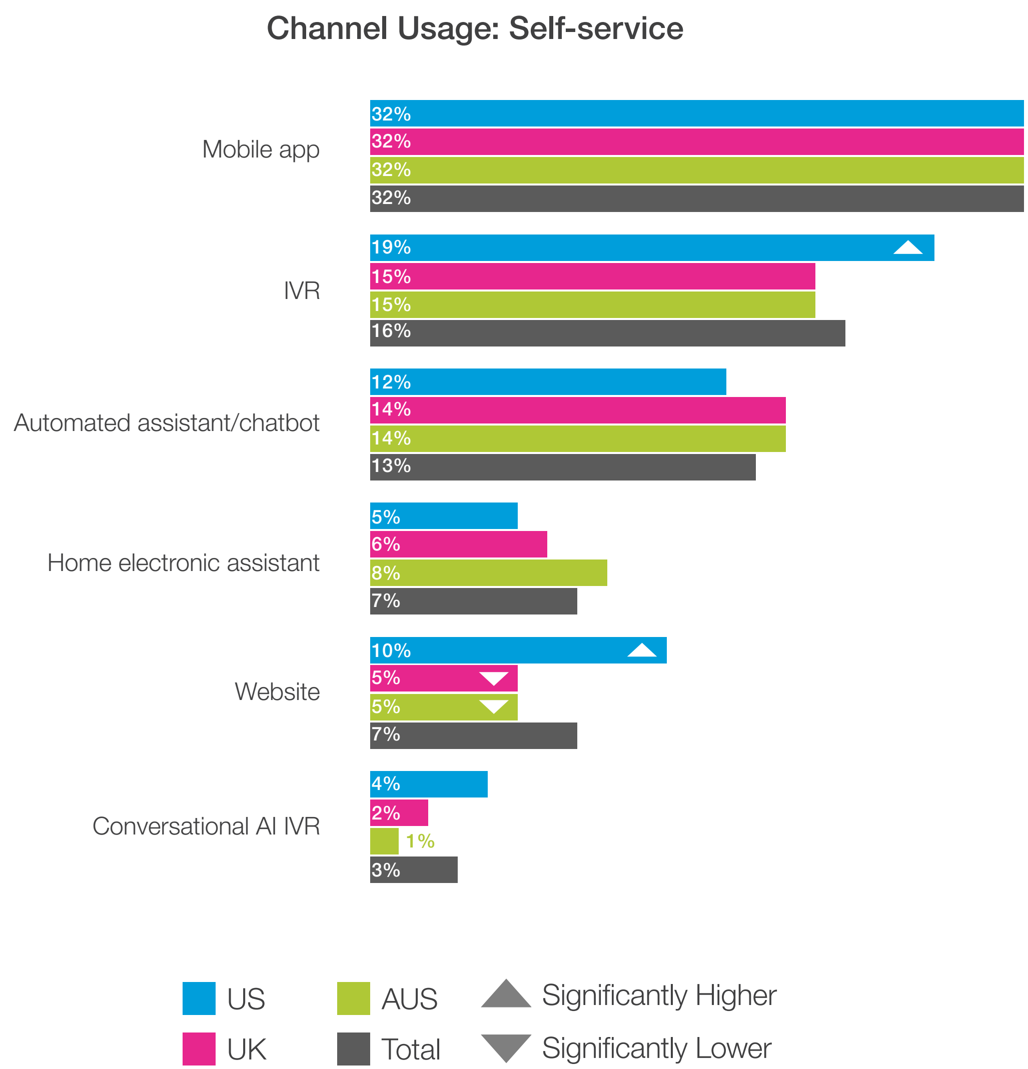
Usage of mobile apps has increased significantly across all 3 regions.

Consumers are also increasingly using chatbots and home electronic assistants significantly more, and using websites significantly less, in all three regions.

US consumers are more likely to use IVR and to visit a company website.

Both Australian consumers and UK consumers are less likely to visit a company website.

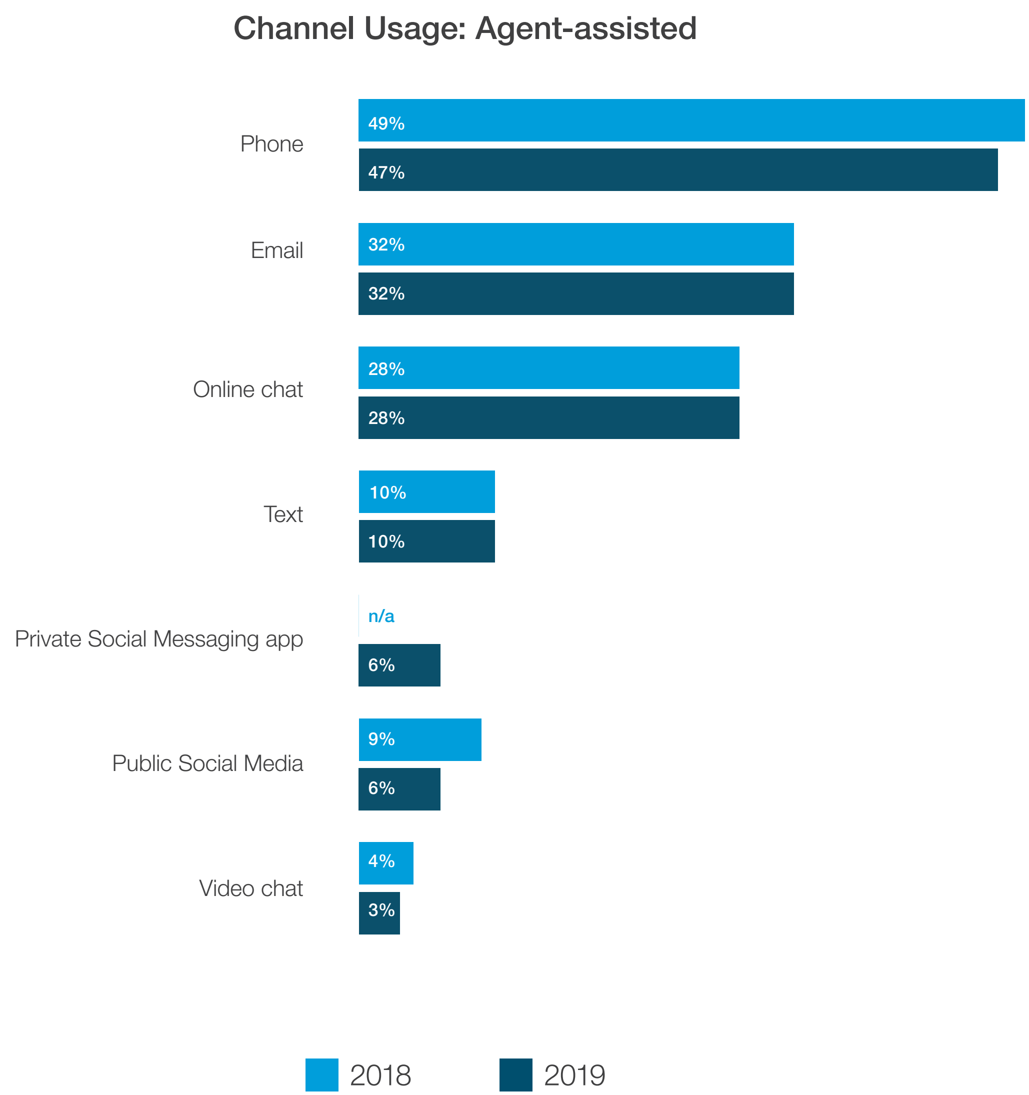
Generation Z and Millennials are more likely to use a chatbot (22% and 19%, respectively) than older consumer groups.



S4.1&2. You mentioned you had a customer service experience in the past three months with a company in the [INSERT INDUSTRY FROM S3] industry. As explained earlier, there are a number of ways customers can have contact with a company. In which of the following ways did you communicate or interact during this experience?

Agent-assisted methods have not seen significant changes in usage.

Since 2018, usage of agent-assisted methods have not changed significantly.



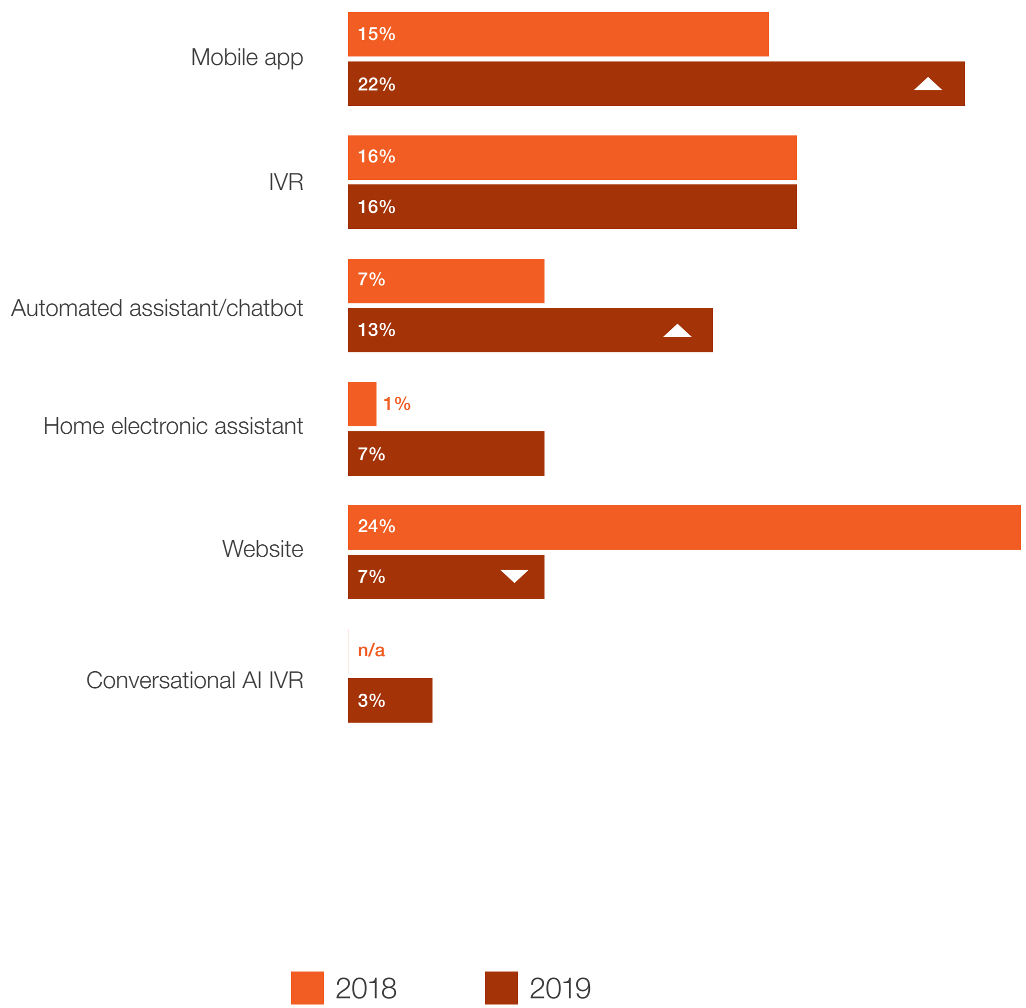
S4.1&2. You mentioned you had a customer service experience in the past three months with a company in the [INSERT INDUSTRY FROM S3] industry. As explained earlier, there are a number of ways customers can have contact with a company. In which of the following ways did you communicate or interact during this experience?

Mobile apps and chatbots are being used more frequently.

Since 2018, significantly more consumers are using a company's mobile app and using a chatbot / automated assistant.

Conversely, visiting a company's website has dropped significantly.

Channel Usage: Self-service



S4.1&2. You mentioned you had a customer service experience in the past three months with a company in the [INSERT INDUSTRY FROM S3] industry. As explained earlier, there are a number of ways customers can have contact with a company. In which of the following ways did you communicate or interact during this experience?

Consumers most frequently contact customer service to get a problem solved.

Almost half of customer service interactions (49%) are driven by a problem or issue the customer is trying to resolve. Less frequently, they are looking for information (34%) or it was related to a purchase (22%).

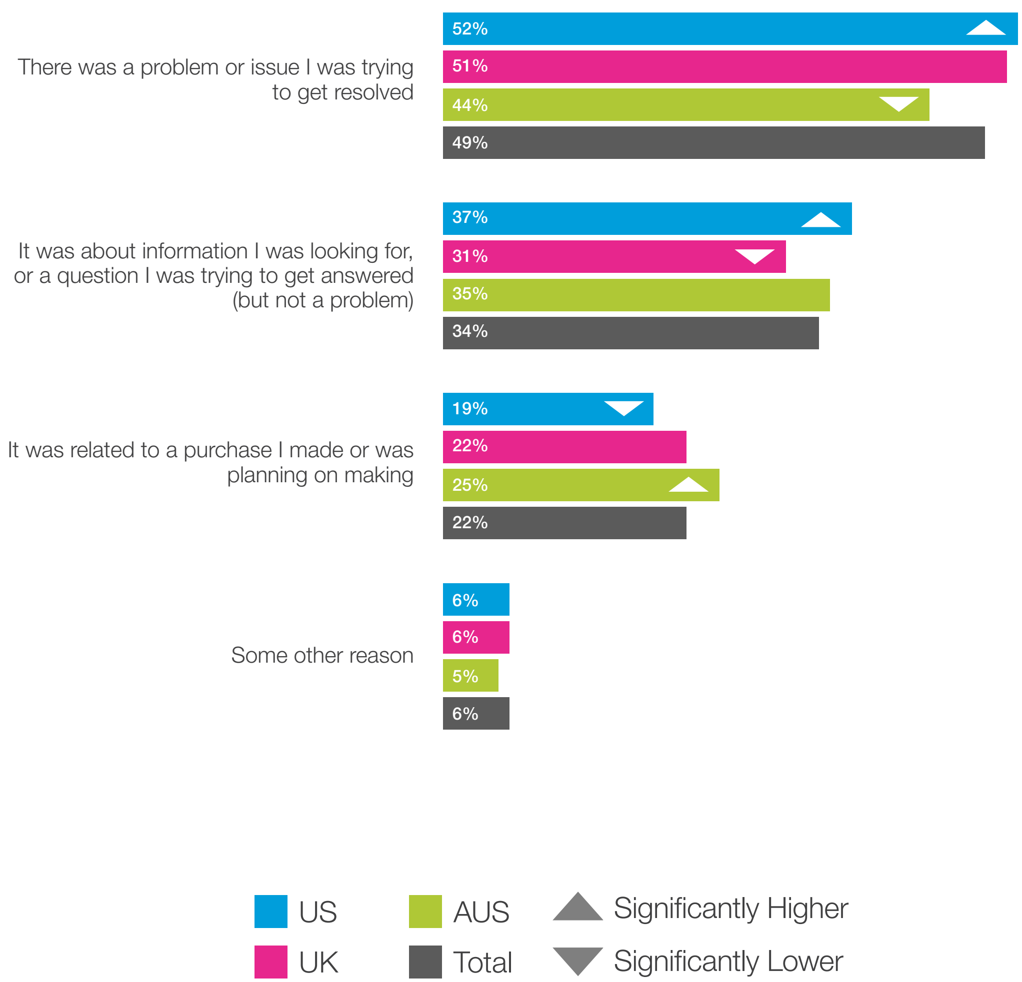
Those in the US are more likely than other regions to contact customer service for a problem or for information and are less likely to contact related to a purchase.

Those in the UK are less likely to contact customer service for information.

Those in Australia are less likely to contact customer service for a problem.

Generation Z and Millennials are more likely to be looking for information (39% and 42%, respectively).

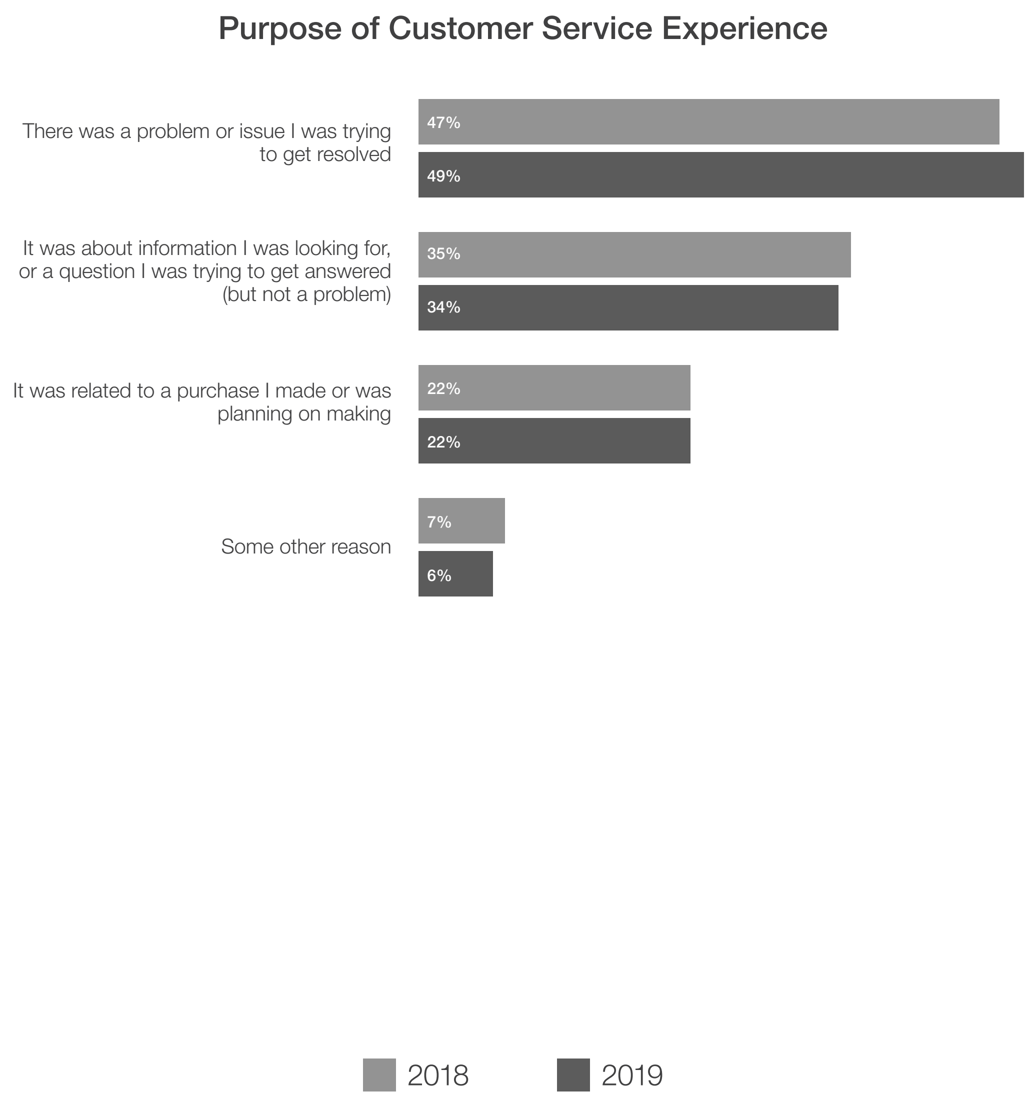
Purpose of Customer Service Experience



EC.3 Thinking about that recent customer experience with [INSERT CHANNEL 1-6 FROM S41&2; USE SHORTENED TEXT AS SHOWN BELOW] in the [INSERT INDUSTRY] industry, which of the following describes that experience?

Reason for customer service interaction has not changed over time.

There are no statistically significant differences since 2018 in why consumers are engaging with customer service.



EC.1. Thinking about that recent customer service experience using [INSERT CHANNEL FROM S41&2; USE SHORTENED TEXT AS SHOWN BELOW] in the [INSERT INDUSTRY] industry, which of the following best describes the purpose of the experience? (You can select more than one response, if needed)

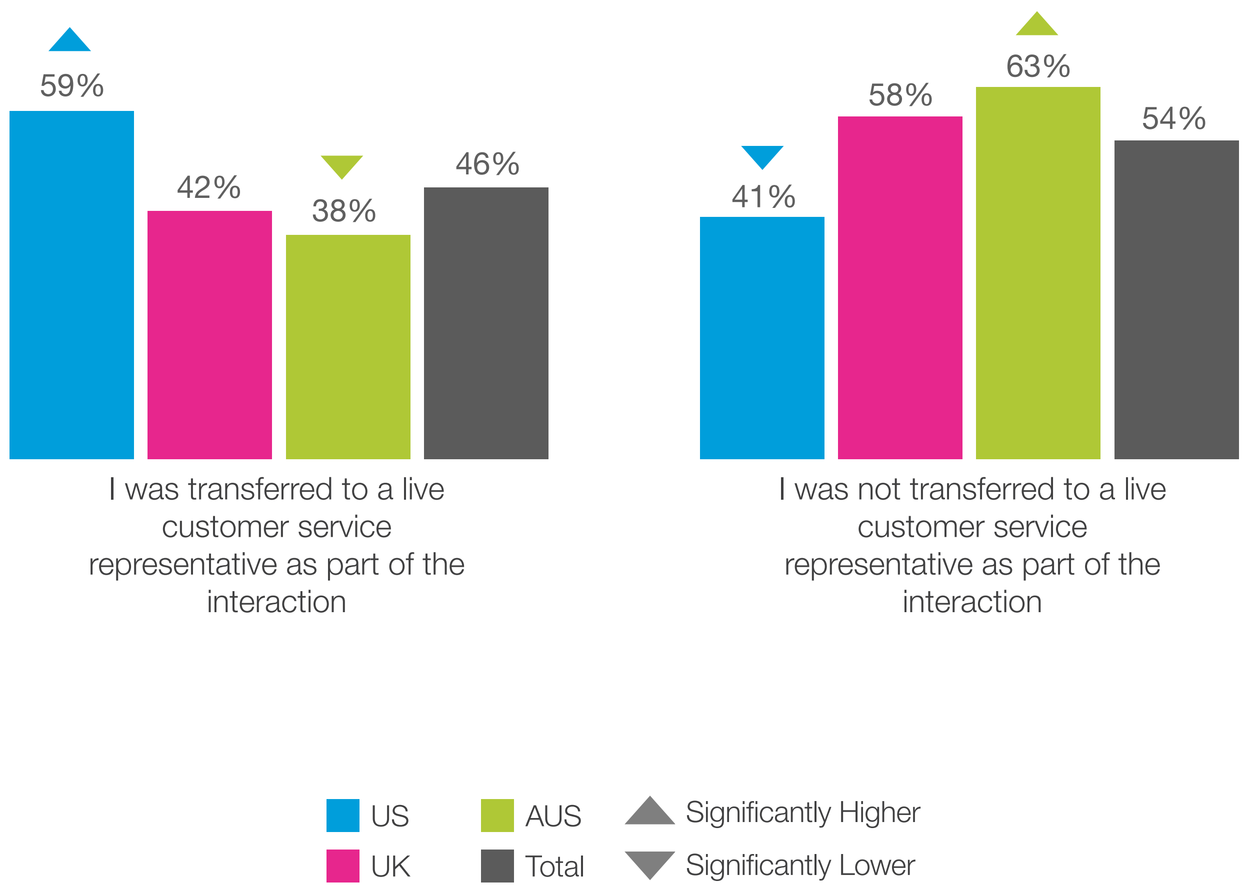
Channel Usage – Omnichannel Experiences

Globally, 46% of consumers who start with AI are transferred to a live agent.

Overall, about half of consumers are transferred to a live customer service agent (46%) after starting their experience interacting with AI in the form of an online chatbot, calling and speaking with an AI / automated voice assistant, or using a home electronic virtual assistant device.

Those in the US are far more likely to be transferred compared to other regions, while those in Australia are far more likely not to be transferred.

Transfer from AI to Live Agent



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qS4selected_1-qS4selected14: Total base – 5100 points of contact by 2550 respondents. Agent-assisted channels=3388 (66%) and Self-service Channels=1712 (34%).

73% of consumers who start with agent-assisted methods finish the interaction with that method.

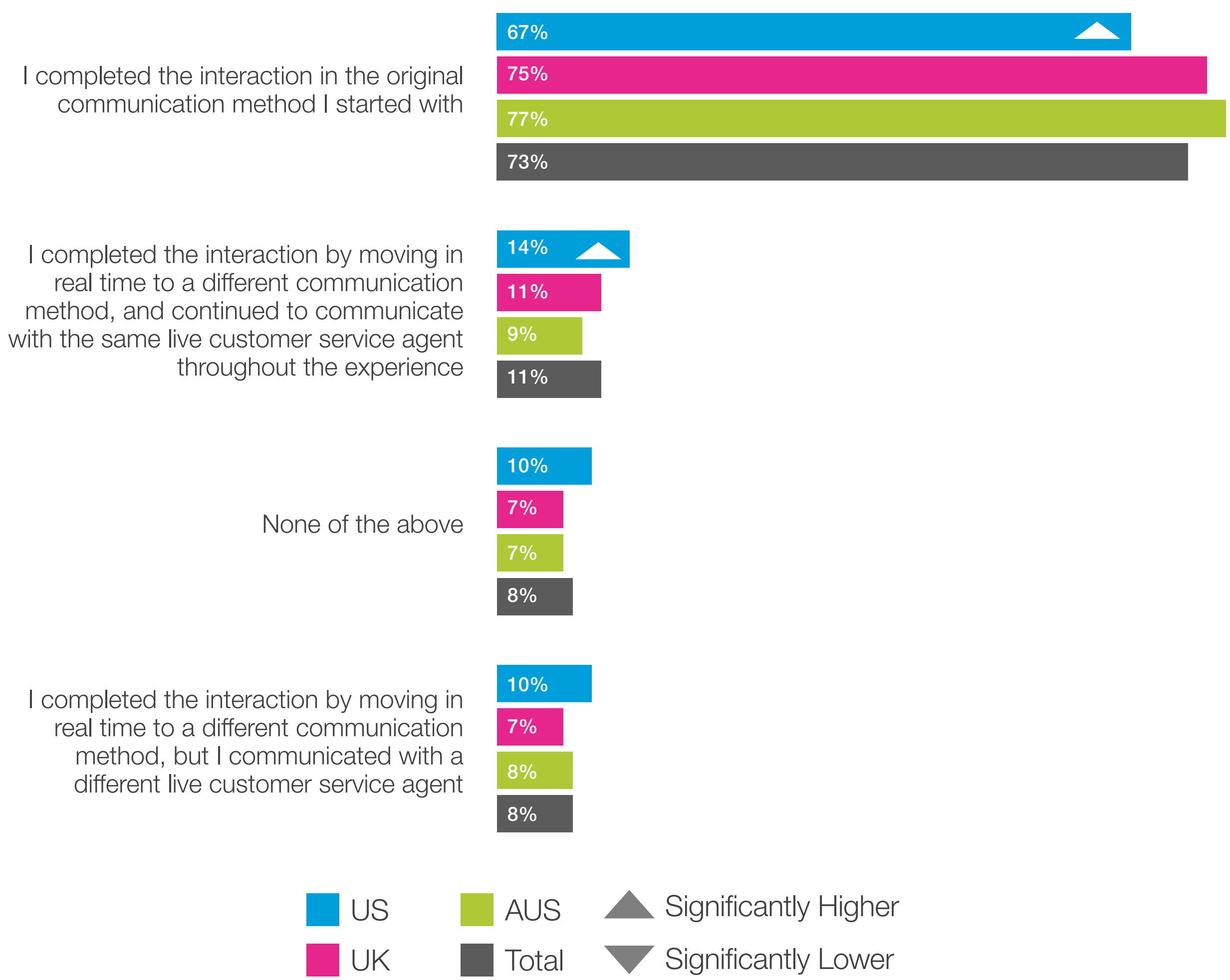
Globally, nearly three-quarters of consumers complete the interaction in the original communication method they start with when started with agent-assisted methods.

Those in Australia more likely than consumers elsewhere to start and finish with the same agent-assisted method.

Those in the US are most likely to complete the interaction by moving in real time to a different communication method with the same live agent, at 14%.

Interestingly, younger consumers globally are also more likely to have this seamless omnichannel experience (21% of Generation Z and 16% of Millennials).

Live Agent Omnichannel Experience



EC.1. Thinking about that recent customer service experience using [INSERT CHANNEL FROM S41&2; USE SHORTENED TEXT AS SHOWN BELOW] in the [INSERT INDUSTRY] industry, which of the following best describes the purpose of the experience? (You can select more than one response, if needed)

Channel Performance

Satisfaction, Preference, Ease of Use, Likelihood to Recommend/Net Promoter Score® (NPS®), Ease of Use, First Contact Resolution (FCR)

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Consumers are most satisfied with phone and online chat.

Consumers are more satisfied with agent-assisted methods overall than self-service methods (43% and 32% highly satisfied, respectively).

Phone, online chat, and private social messaging app stand out amongst agent-assisted methods.

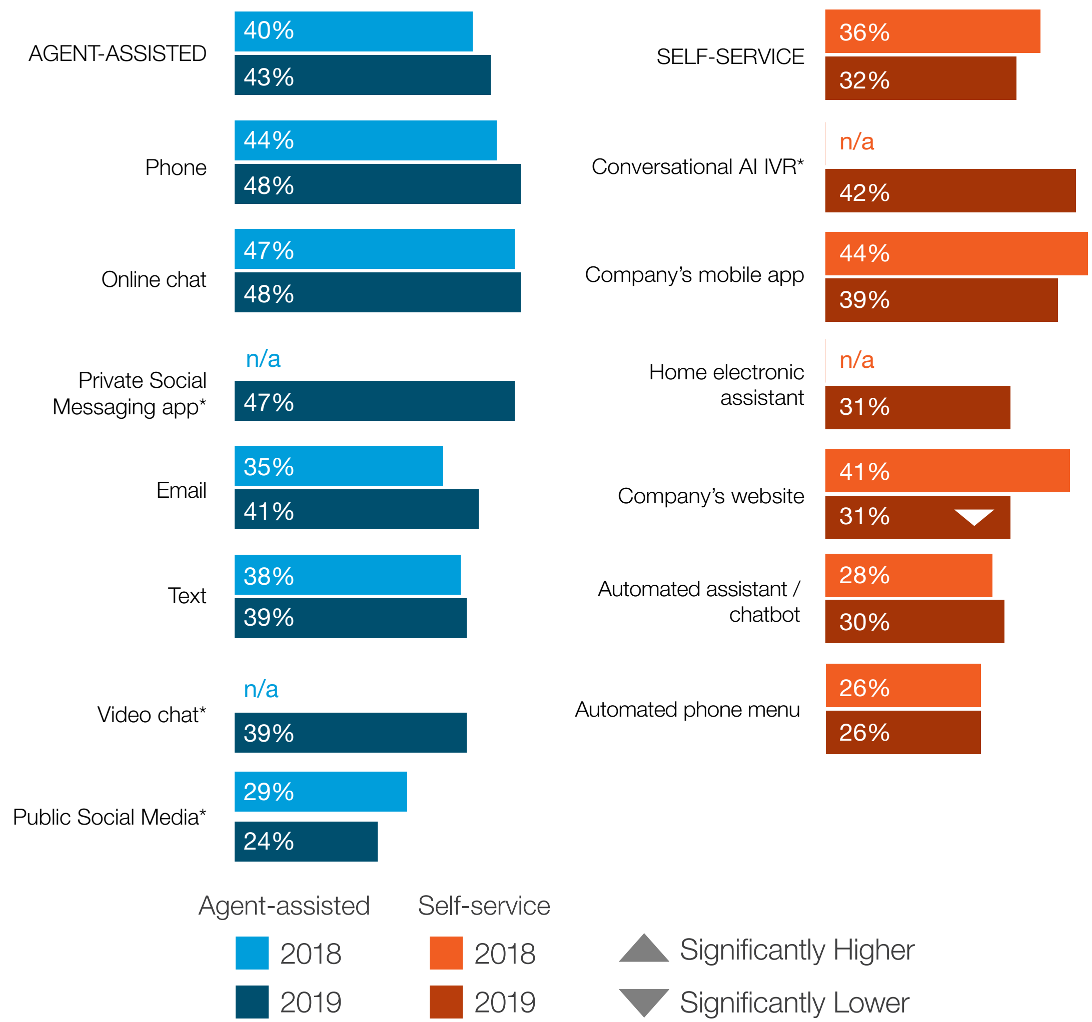
- Baby Boomers are especially likely to be satisfied with phone (59%).

Website satisfaction has experienced a significant drop in satisfaction since 2018.

Those in the US are more likely to be highly satisfied with several methods, including agent-assisted overall, private social messaging app, text, self-service overall, conversational AI IVR, and automated phone menu.

Those in Australia are less likely to be satisfied with IVR. Although a small sample size, Australians are highly satisfied with video chat. Both Australian and UK consumers are less satisfied with conversational AI IVR.

Global Tracking:
Satisfaction with Method of Communication: Highly Satisfied (9/10)



CH1.1 Thinking about that recent customer service experience using [INSERT CHANNEL FROM S4.1&2; USE SHORTENED TEXT AS SHOWN BELOW] in the [INSERT INDUSTRY] industry, how satisfied were you overall with this method of communication during your experience?
*Note small sample sizes

Phone is the most preferred method, while preference for chatbots has increased.

Two-thirds of consumers place phone among their top 3 most preferred ways to communicate with companies. About half list website, chat, and/or email in their top 3.

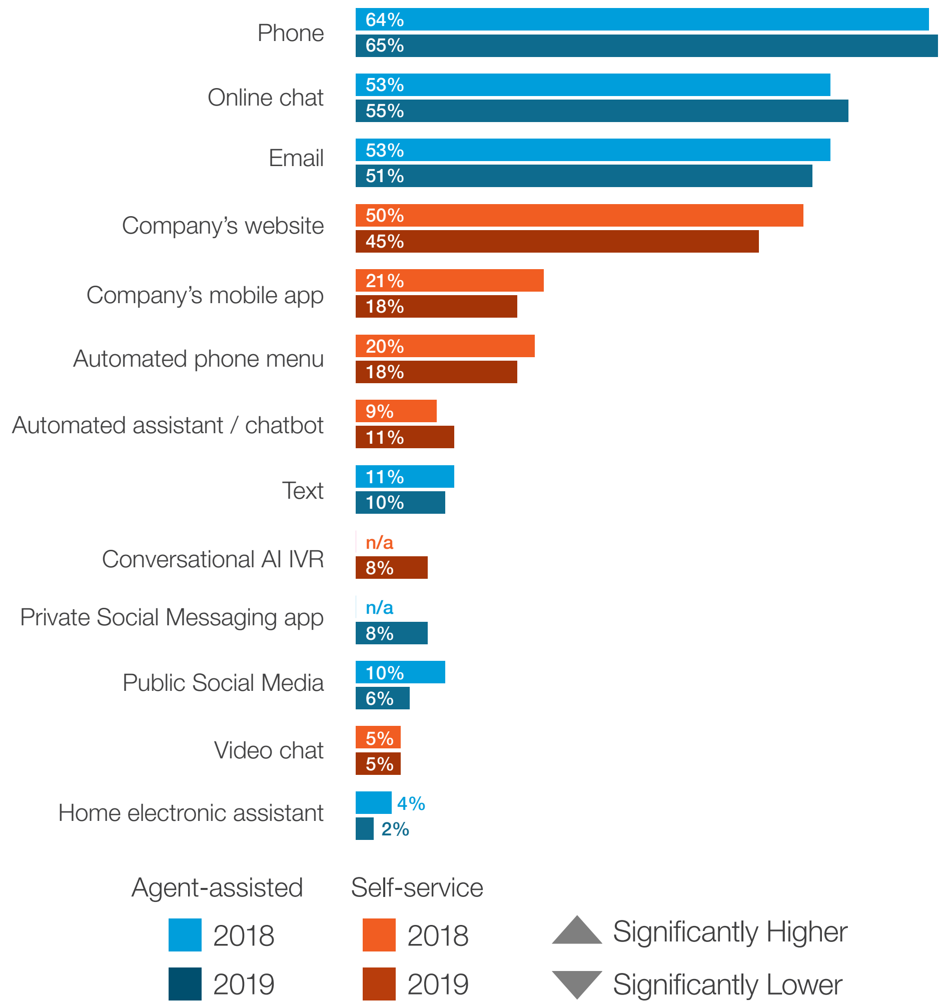
- While still a minority, the proportion of consumers who prefer chatbots as one of their top 3 methods has increased significantly.

Some differences exist by country:

- Those in the US are more likely to prefer IVR, conversational AI IVR, text, video chat, home electronic assistants and less likely to prefer online chat and email.
- Those in the UK are more likely to prefer online chat and less likely to prefer conversational AI IVR.
- Those in Australia are less likely to prefer IVR, conversational AI IVR, video chat and home electronic assistants.

Younger consumers are more likely to prefer a mobile app (28% of Generation Z and 25% of Millennials), chatbot (19% of Generation Z and 16% of Millennials), and text (15% of Generation Z and 12% of Millennials).

Global Tracking:
Customers' Preferred Way to Interact: Top 3 Ranking*



CP1. Of the ways in which you can interact with a company, please rank your top three from the list below.

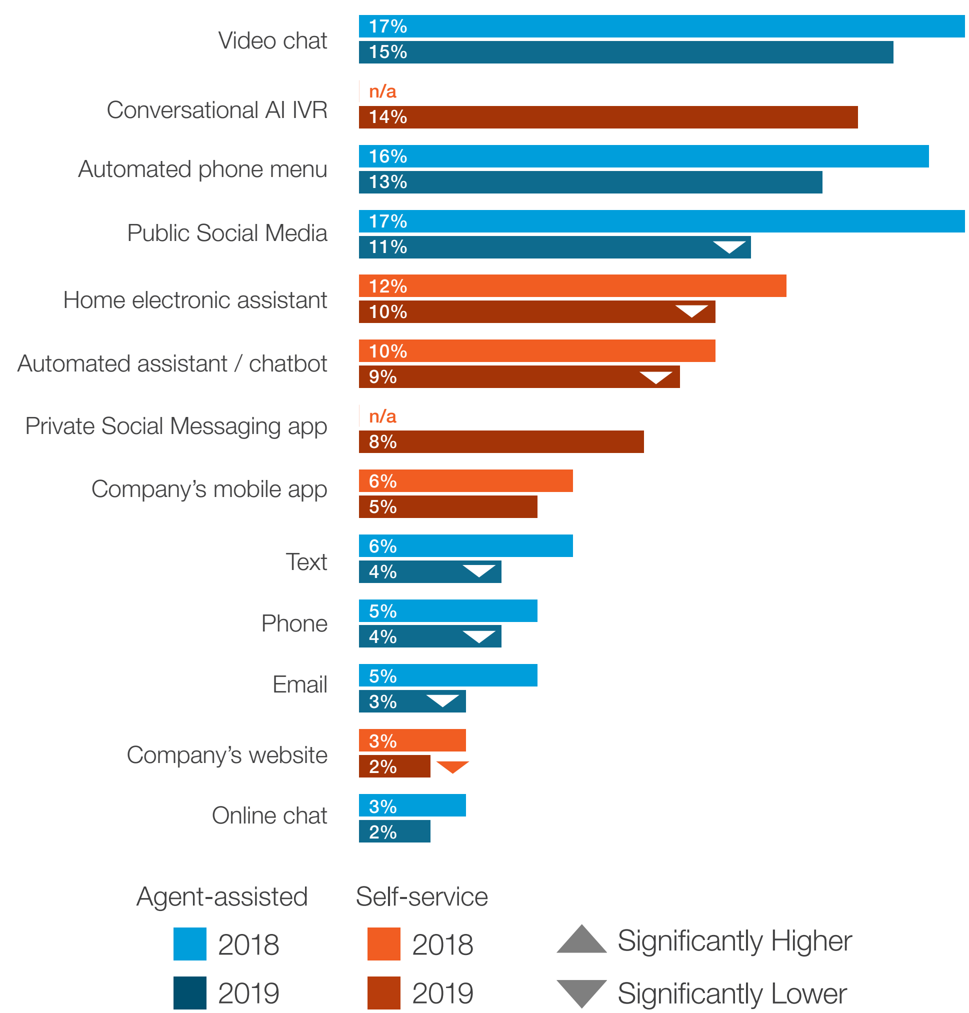
Video chat, AI and IVR are among consumers' least preferred methods.

Consumers most often select video chat, conversational AI IVR, and IVR as their least-preferred method.

- Those in the UK are especially likely to say video chat is their least preferred method and less likely to say public social media is their least preferred method.
- Those in the US are less likely to say video chat is their least preferred method and more likely to say mobile app or email is their least-preferred method.
- Those in Australia are more likely to say chatbot is their least preferred method and less likely to say mobile app is their least preferred method.

Almost half of methods have seen a significant drop off in least-preferred method since 2018. Yet, again this drop is likely due to more methods for consumers to choose from.

Global Tracking:
Customers' Least Preferred Method



CP1. Of the ways in which you can interact with a company, please rank your top three from the list below.

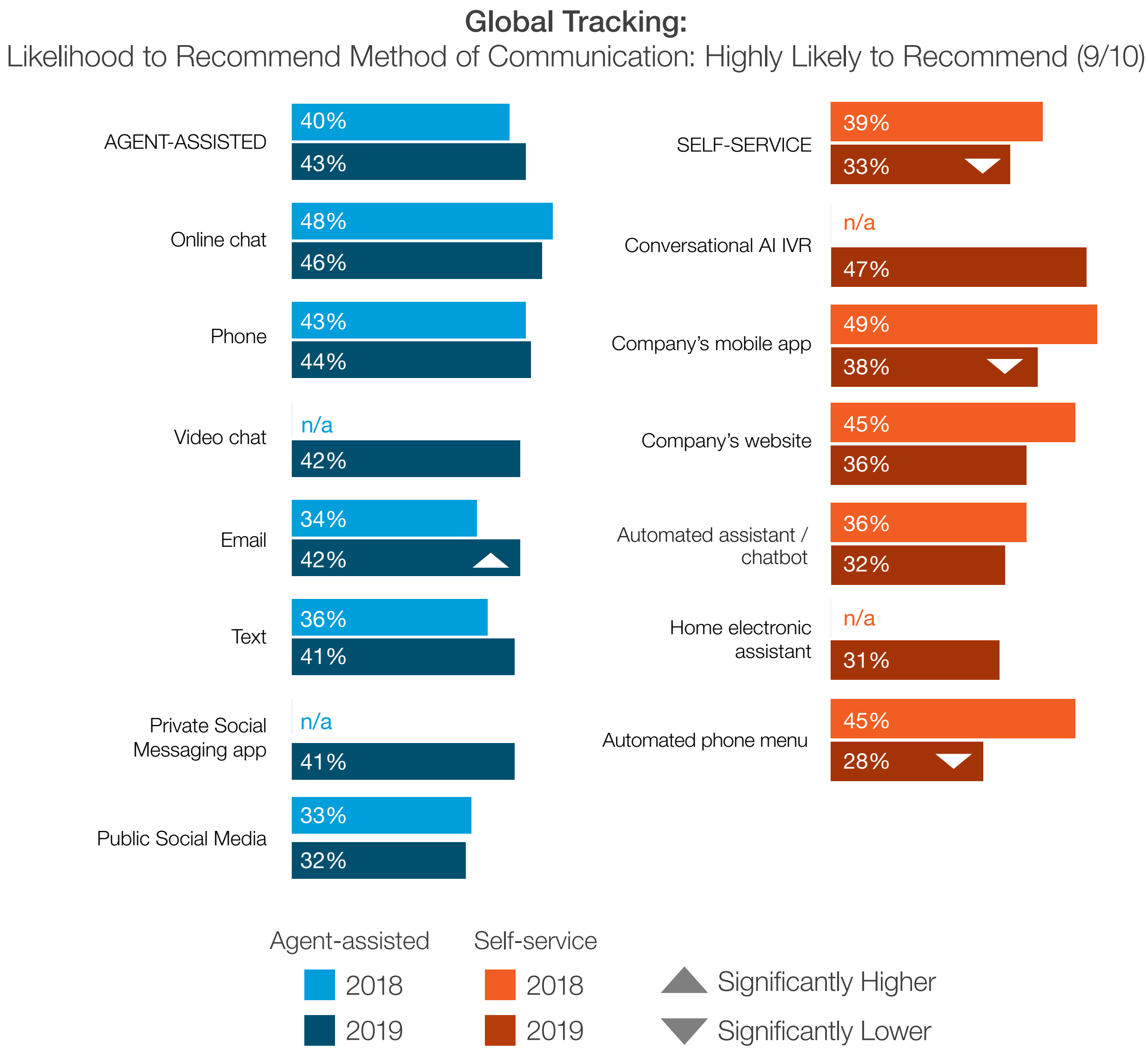
Consumers are most likely to recommend online chat and phone.

Consumers are more likely to recommend agent-assisted methods overall compared to self-service (43% and 33%, respectively).

Online chat and phone top likelihood to recommend. Conversational AI IVR is also highly recommended, however the sample size for this method is small.

Consumers are more likely than in 2018 to recommend email.

Likelihood to recommend self-service overall has decreased significantly, likely due to significant decreases in likelihood to recommend mobile app and IVR.



CH1.3 Based on the result of your recent experience using [INSERT CHANNEL FROM S4.1&2; USE SHORTENED TEXT AS SHOWN BELOW] in the [INSERT INDUSTRY] industry, how likely would you be to recommend that company to others or if asked by family, friends or colleagues?

Most agent-assisted methods have a higher NPS® score than 2018.

Except for public social media, all agent-assisted methods received a positive NPS score in 2019.

The NPS scores for many methods have increased over time, with the biggest increases seen for email, text and phone.

Mobile app and website NPS have each dropped significantly.

Channel	2018 Consumer NPS®	2019 Consumer NPS	Difference
Agent-assisted	**4**	**9**	**+5**
Private Social Messaging app*	n/a	21	n/a
Phone	7	14	+7
Online chat	21	13	-8
Video chat*	n/a	9	n/a
Text	-2	6	+8
Email	-9	3	+12
Public Social Media*	-10	-8	+2
Self-service	**3**	**-9**	**-12**
Mobile app	25	0	-25
Conversational AI IVR*	n/a	17	n/a
Automated assistant / chatbot	-8	-4	+4
Website	14	-8	-22
Home electronic	n/a	-14	n/a
IVR	-26	-24	+2

CH1.3 Based on the result of your recent experience using [INSERT CHANNEL FROM S4.1&2; USE SHORTENED TEXT AS SHOWN BELOW] in the [INSERT INDUSTRY] industry, how likely would you be to recommend that company to others or if asked by family, friends or colleagues?

*Note small sample size

Digital communications through private social messaging apps, online chat, and email are easiest for consumers to use.

Consumers find digital communications the easiest way to communicate, as they rate private social messaging apps, online chat, email and text among the easiest methods to use.

Since 2018, ratings of extremely easy to use have dropped significantly for self-service overall, mobile app and company website.

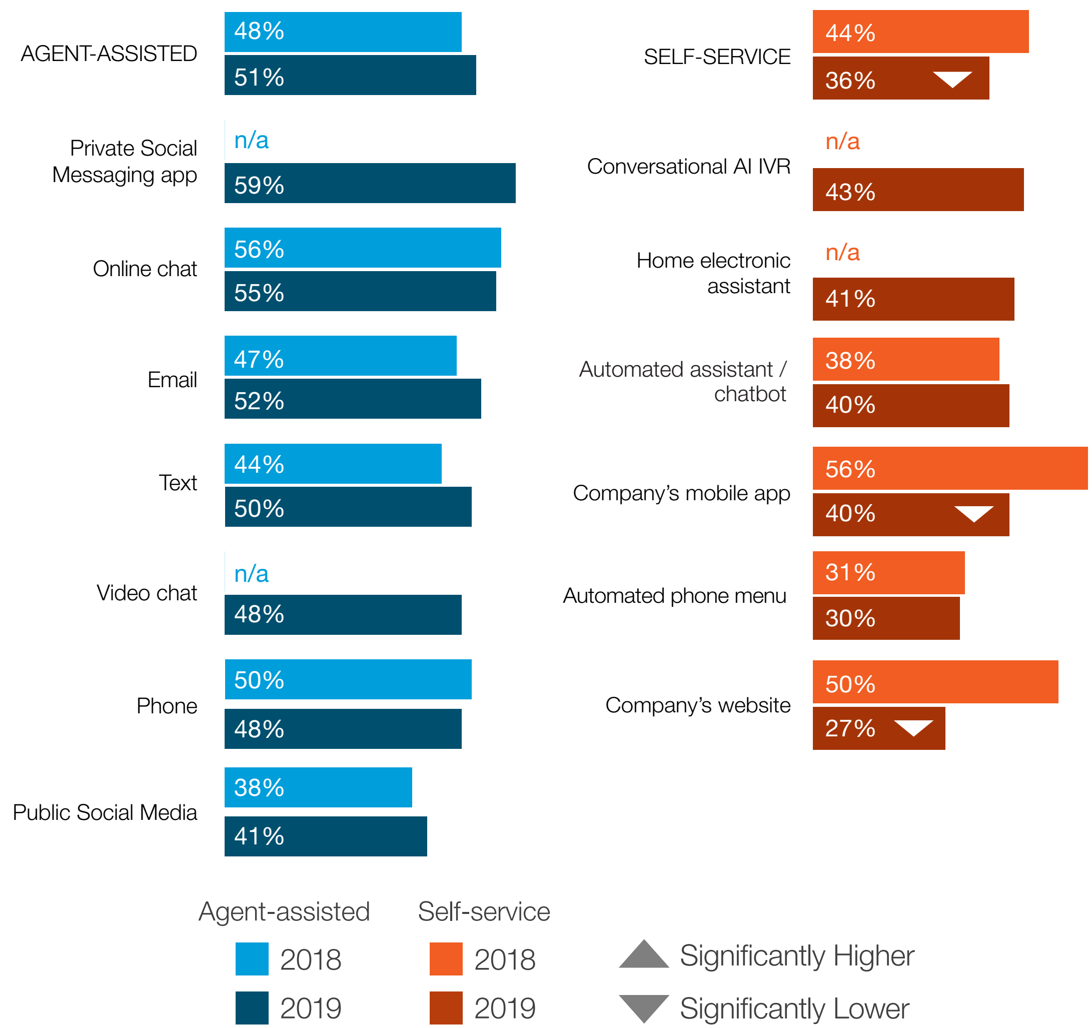
Those in Australia are less likely to find agent-assisted overall methods, conversational AI IVR, and IVR easy to use.

UK consumers are more likely to find online chat easy to use, and less likely to find conversational AI IVR easy to use.

US consumers are more likely to find self-service overall, conversational AI IVR, and IVR easy to use.

Global Tracking:

Ease of Use of Method of Communication: Extremely Easy (9/10)



CH1.2 Thinking about that recent customer service experience using [INSERT CHANNEL FROM S4.1&2; USE SHORTENED TEXT AS SHOWN BELOW] in the [INSERT INDUSTRY] industry, how easy or difficult was your experience with this method of communication?

Phone, chatbots, and online chat with a live representative have the best First Contact Resolution (FCR) records, while chatbot FCR rates have increased significantly since 2018.

Agent-assisted methods tend to have better first contact resolution rates than self-service methods.

Phone has the highest FCR – and is especially high in the UK.

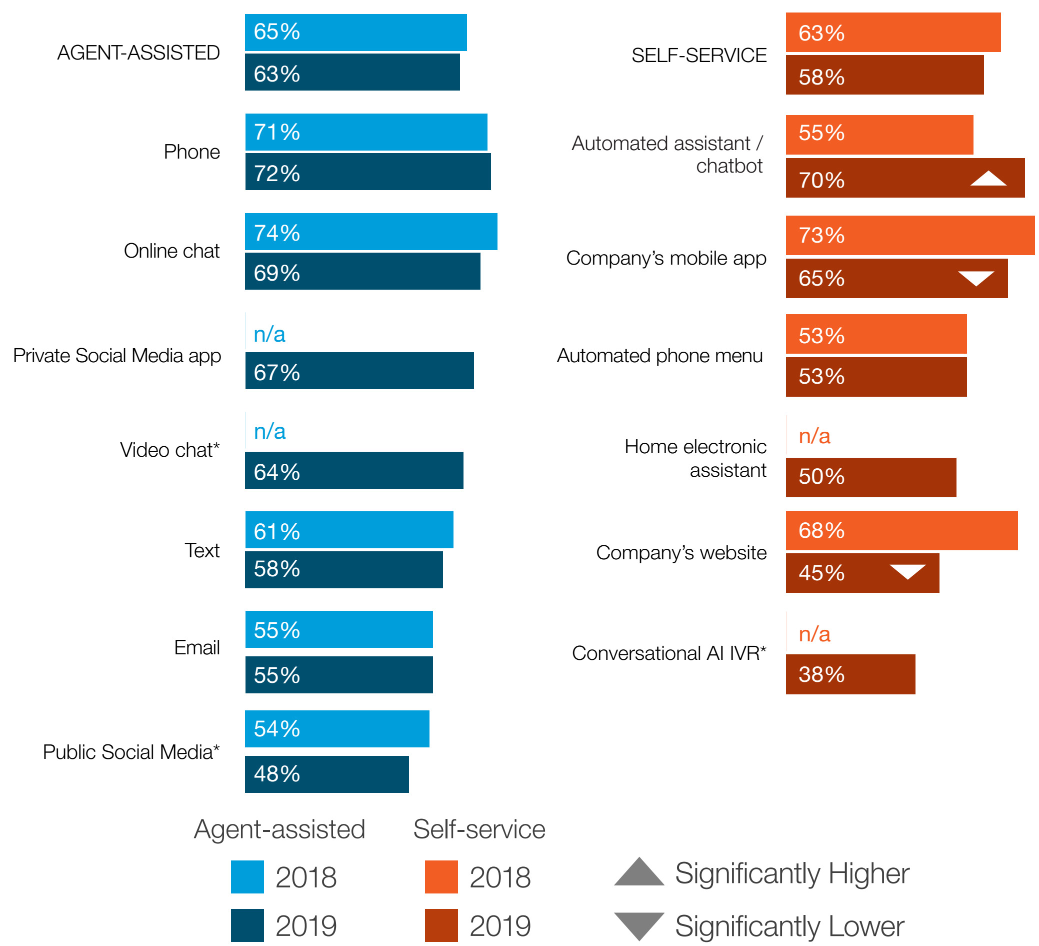
Compared to 2018, significantly more consumers say their issue was resolved on first contact in 2019.

However, significantly less say their issue was resolved through the mobile app or the company's website.

Those in the US report higher FCR for private social messaging app, text and IVR.

Those in Australia report significantly higher FCR for video chat and public social media.

Global Tracking: First Contact Resolution



P1. Thinking about when you used [INSERT CHANNEL FROM S4.1&2; USE SHORTENED TEXT AS SHOWN BELOW] in the [INSERT INDUSTRY] industry, was your question answered or your problem resolved? And which would you say best describes your experience when you used [INSERT CHANNEL FROM S4.1&2; USE SHORTENED TEXT AS SHOWN BELOW] in the [INSERT INDUSTRY] industry], would you say … say …1. It was handled the first time, and I didn't need to do anything else on my own or with an agent 2. It took more than one time to get my question answered or my problem resolved

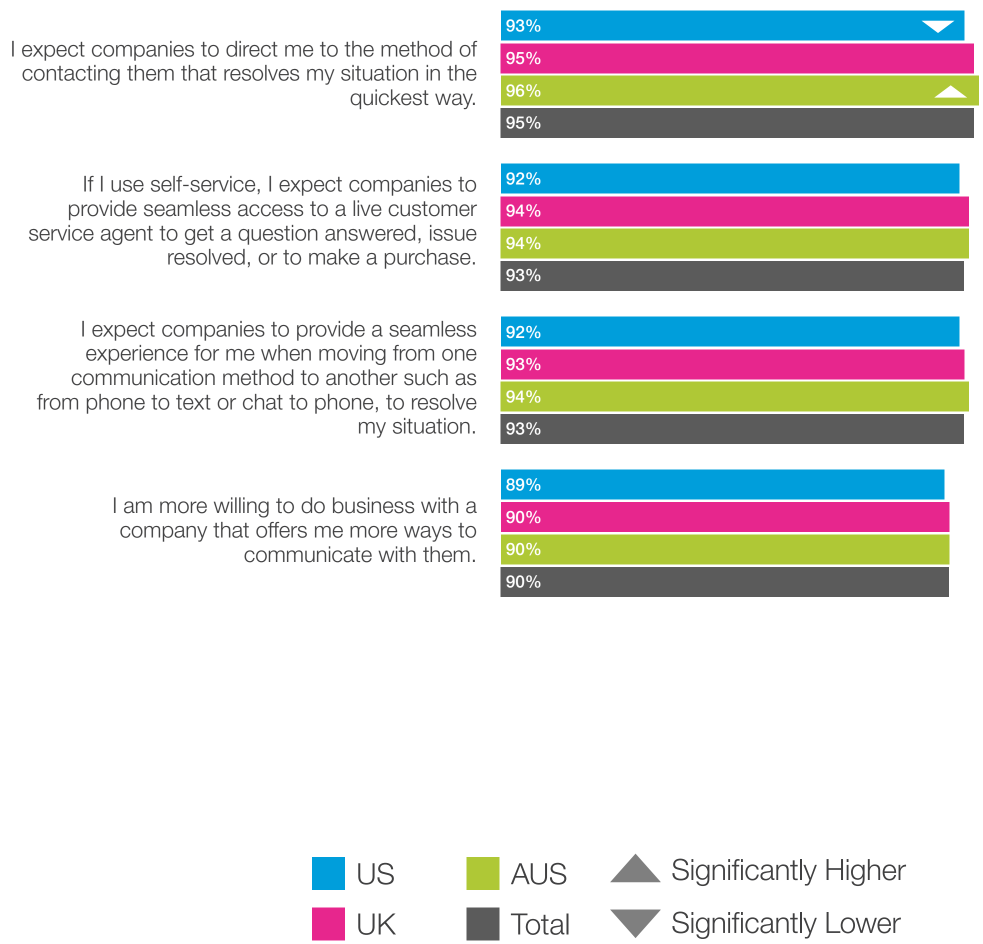
*Note small sample sizes

Customer Experience / CX Attitudes

Consumers expect to be directed to quick resolutions, seamless access to live agents, and seamless experiences between methods.

The vast majority of consumers expect companies to direct them to method that will resolve their situation quickest, access to a live agent to help when using self-service, and a seamless experience when moving between communication methods.

Global Tracking:
Channel Attitudes: Somewhat + Strongly Agree



S4.1&2. You mentioned you had a customer service experience in the past three months with a company in the [INSERT INDUSTRY FROM S3] industry. As explained earlier, there are a number of ways customers can have contact with a company. In which of the following ways did you communicate or interact during this experience?

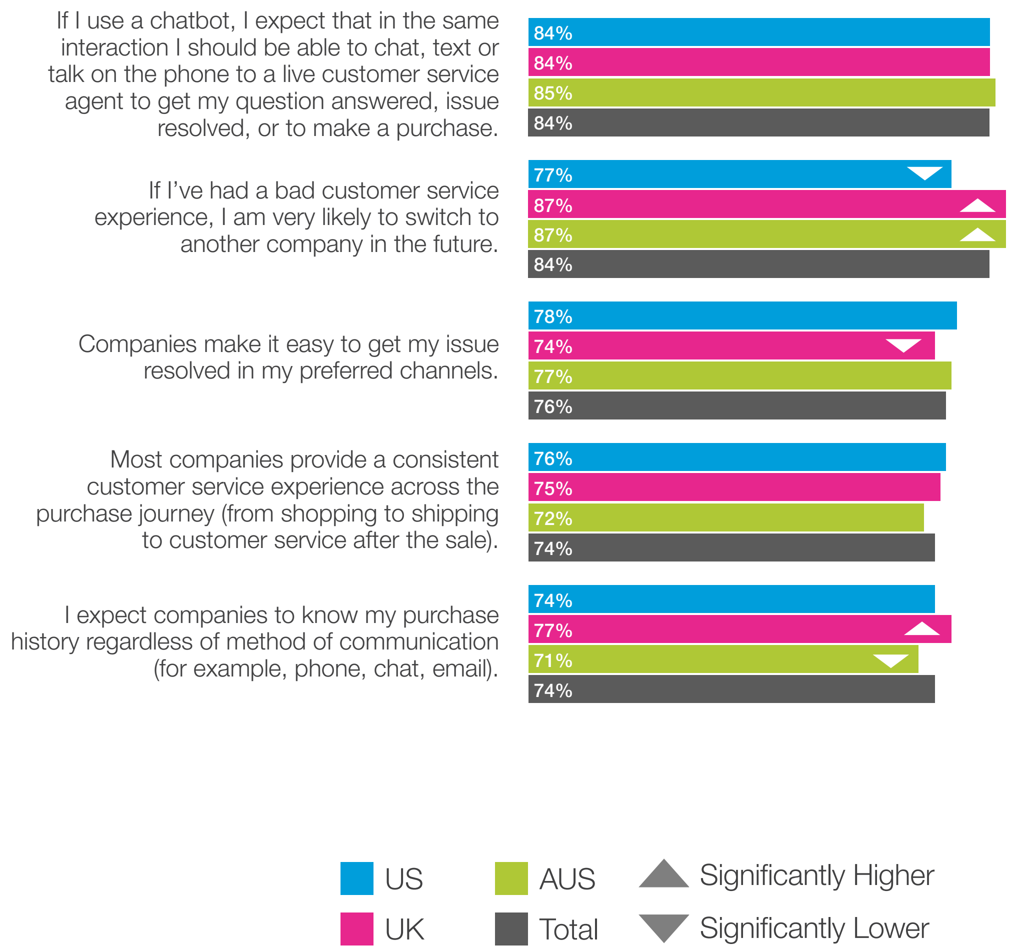
More than eight in 10 consumers are very likely to switch brands if they've had a bad customer service experience.

Consumers in both Australia and the UK are more likely to switch companies if they have a bad customer service experience. Those in the UK are more likely to expect companies to know their purchase history.

Younger consumers appear to be experiencing a consistent experience more often with the brands they interact with (81% of Generation Z and 82% of Millennials agree the experience is consistent).

However, Generation Z do not expect much when it comes to purchase history – only 57% agree companies should know their purchase history regardless of communication method.

Global Tracking:
Channel Attitudes: Somewhat + Strongly Agree



S4.1&2. You mentioned you had a customer service experience in the past three months with a company in the [INSERT INDUSTRY FROM S3] industry. As explained earlier, there are a number of ways customers can have contact with a company. In which of the following ways did you communicate or interact during this experience?

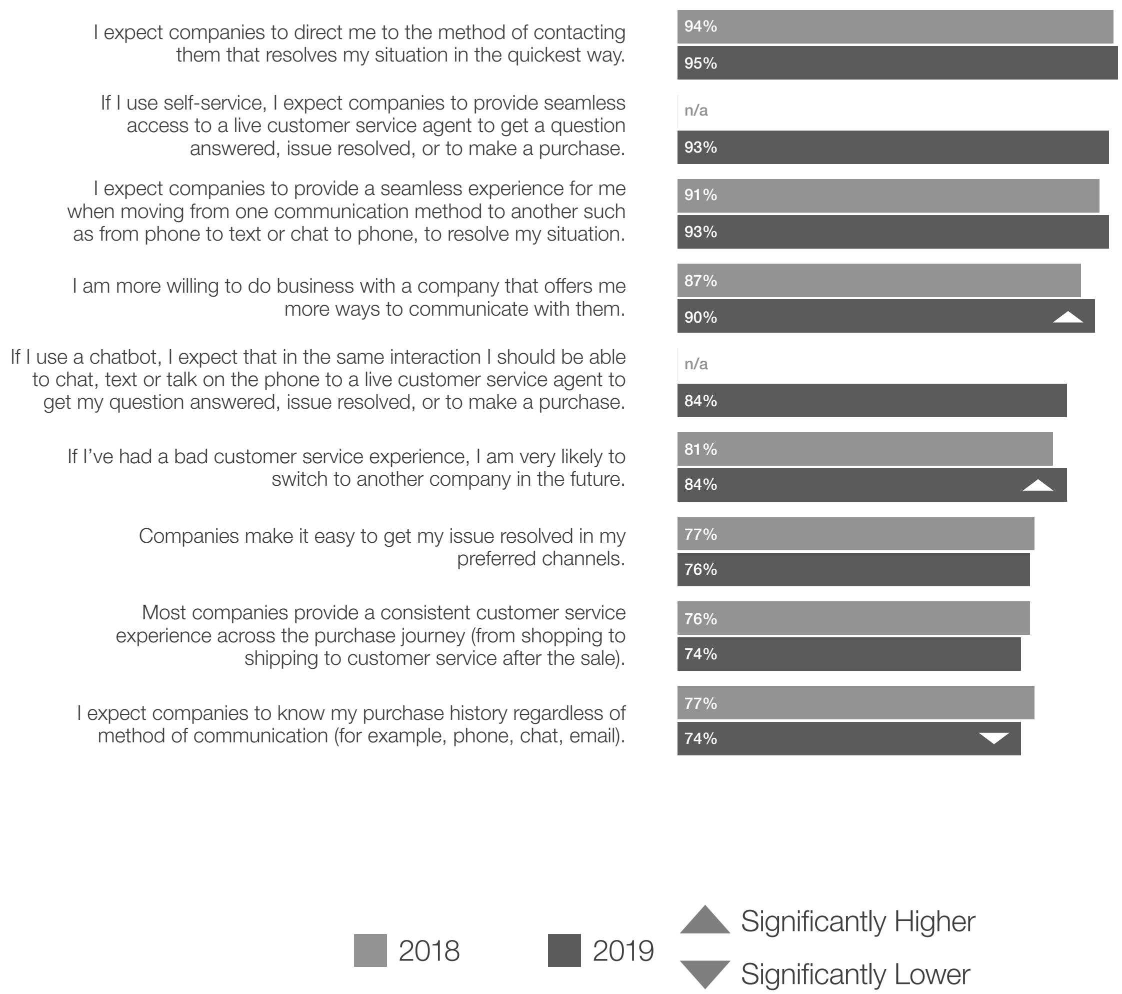
Consumers are even more willing to do business with companies that offer multiple communication methods since 2018.

Compared to 2018, more consumers say they would be more willing to do business with a company that offers more ways to communicate.

Conversely, they are more likely to switch to another company as a result of bad customer service.

Additionally, they are less likely to expect companies to know their purchase history regardless of method.

Global Tracking:
Channel Attitudes: Somewhat + Strongly Agree



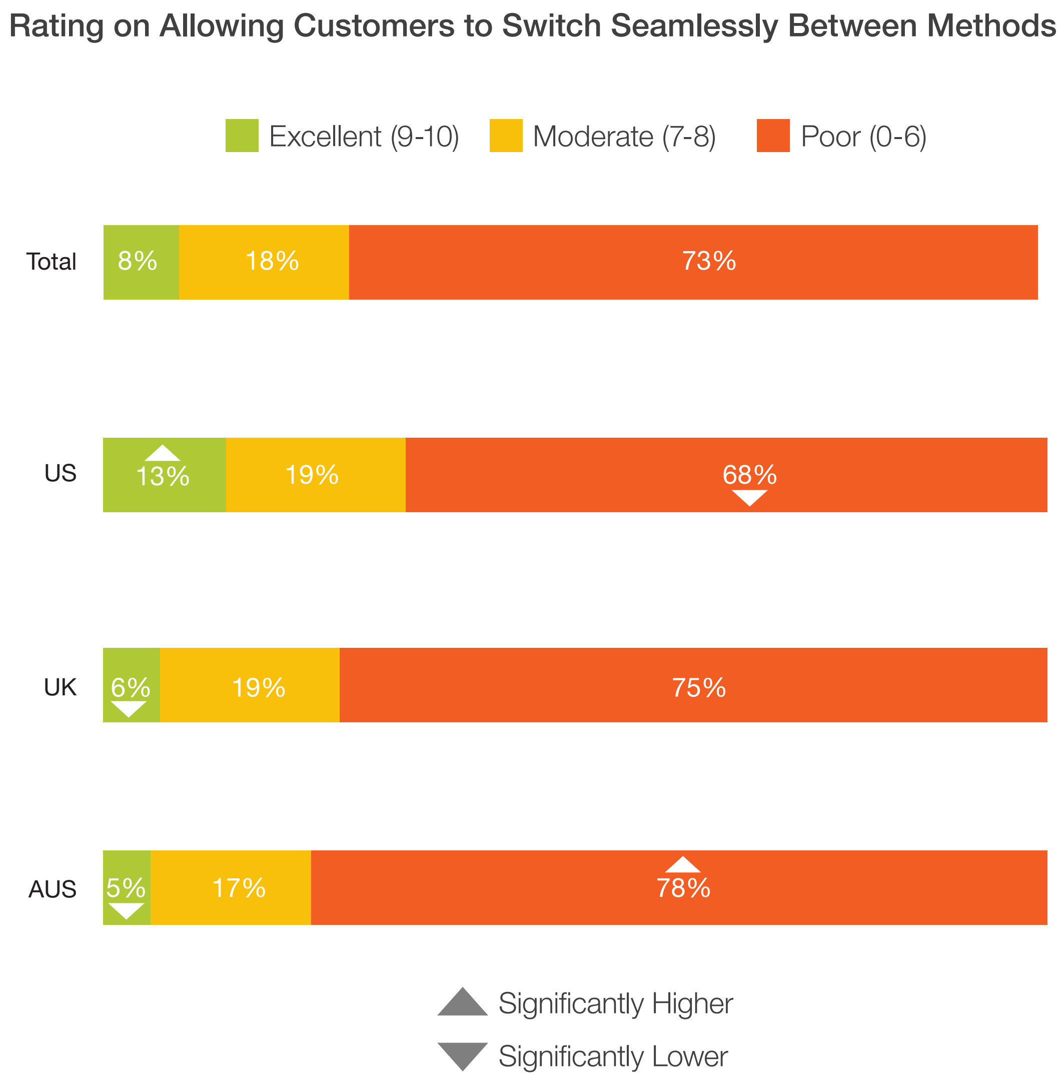
CA1-11. For each of the statements below, indicate how strongly you agree or disagree. Please select one per row.

Most feel companies are doing a poor job on providing a seamless customer service experience.

Overall, about three-quarters (73%) of consumers globally say companies are doing a poor job allowing customers to switch seamlessly between methods of communication.

Those in the US are more positive – significantly more give companies an excellent rating (although this is still a minority of 13%).

Millennials are having better experiences with seamless switching. 17% give companies an excellent rating and 27% give them a moderate rating.



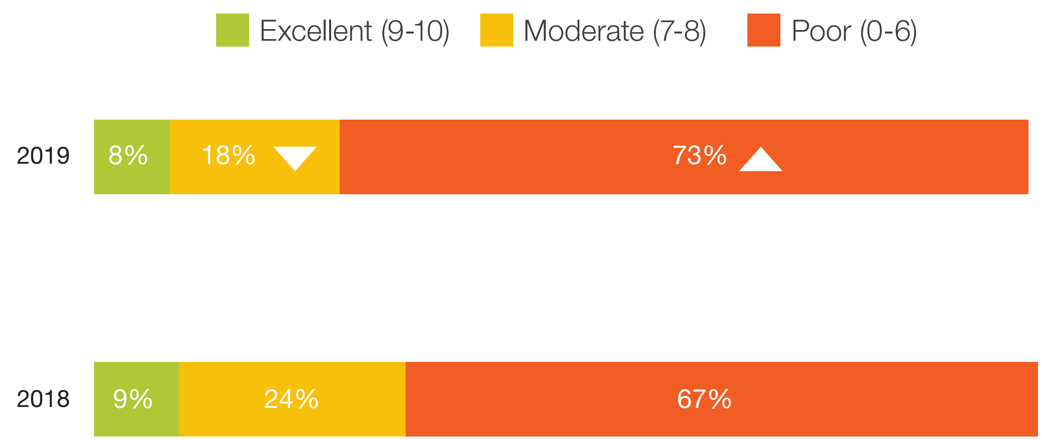
CE1. How well do you think companies allow you to switch seamlessly between channels or methods of communication when dealing them (for example, start a process on the website, finish it on the mobile app, or move from an online chat conversation to phone with the same live representative)?

All numbers may not add up to 100% due to rounding

Consumers are more likely to give companies a poor rating on allowing them to switch between channels seamlessly.

Since 2018, consumers are significantly more likely to rate companies poorly on a seamless experience, and significantly less likely to give a moderate rating.

Global Tracking:
Rating on Allowing Customers to Switch Seamlessly Between Methods



Significantly Higher
Significantly Lower

CE1. How well do you think companies allow you to switch seamlessly between channels or methods of communication when dealing them (for example, start a process on the website, finish it on the mobile app, or move from an online chat conversation to phone with the same live representative)?
All numbers may not add up to 100% due to rounding

Consumers are likely to purchase more products from and recommend a company that provides exceptional customer service.

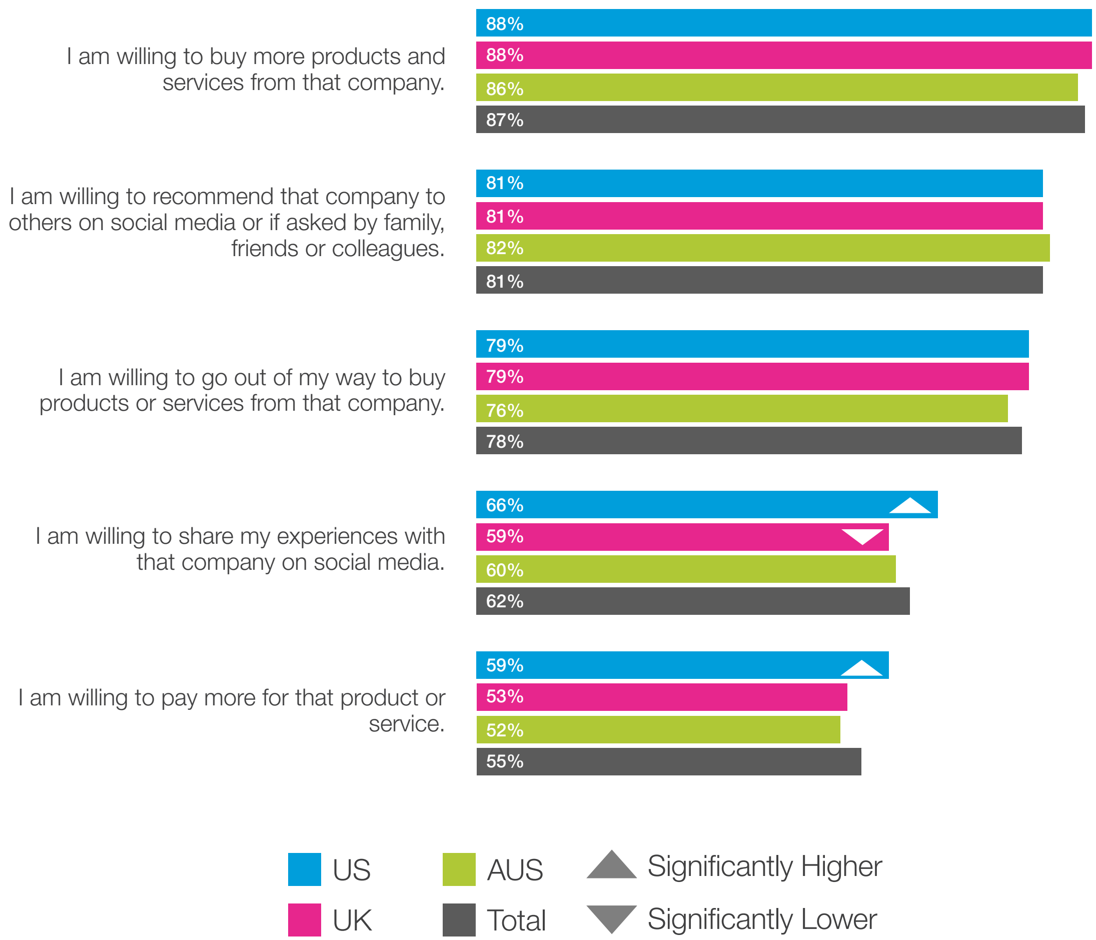
Most consumers agree they are willing to buy more products and are willing to recommend a company to others if they have an exceptional customer service experience.

US consumers are especially likely to be willing to share their experiences on social media and pay more for products/services.

Generation Z and Millennials are more likely to say:

- They are willing to pay more (65% and 66%, respectively)
- They are willing to share experiences on social media (68% and 75%, respectively)
- They are willing to recommend the company on social media (89% and 89%, respectively)

Global Tracking:
Channel Attitudes: Somewhat + Strongly Agree



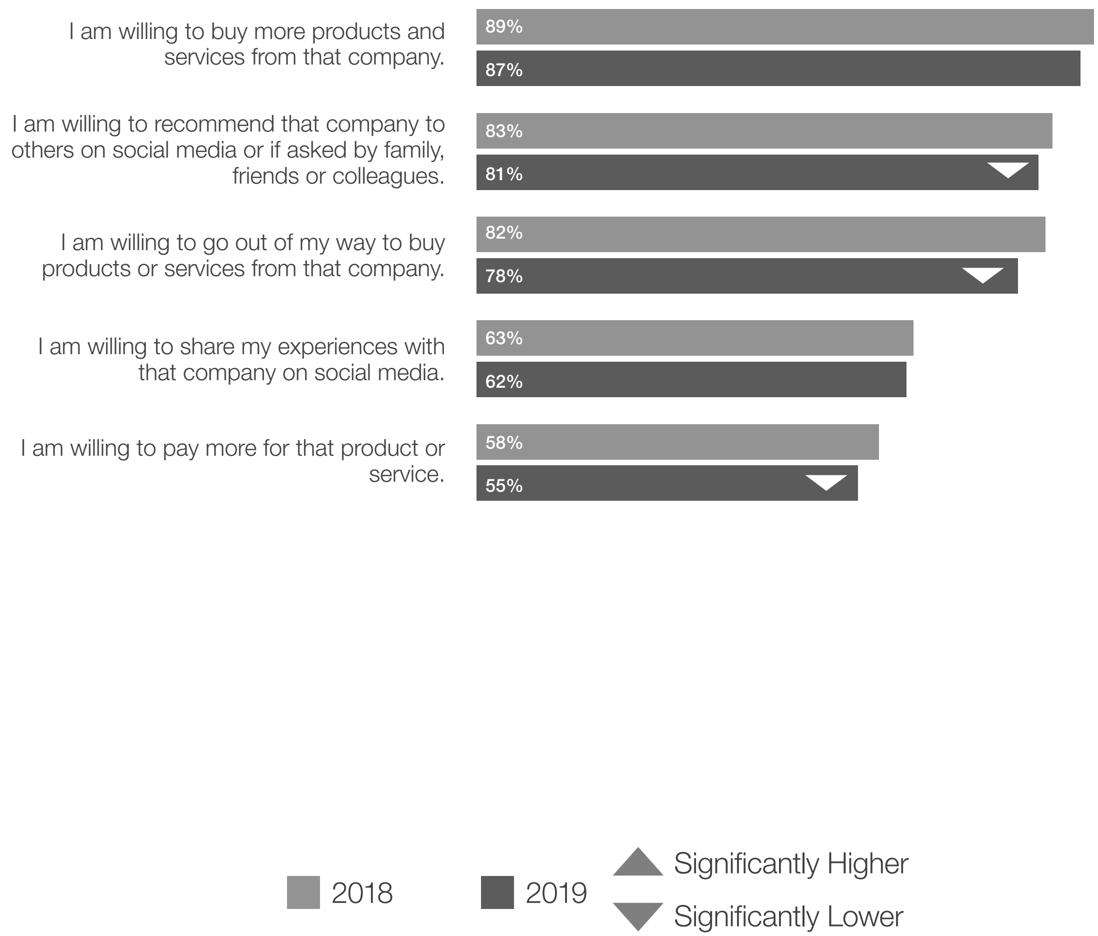
CE3. If a company provides an exceptional customer experience that is the very best in their product or service category, please indicate how much you agree or disagree with each of the following statements:

87% of consumers are willing to buy more products and services from a company that provides an exceptional customer experience.

Since 2018, consumers are less likely to agree:

- They are willing to recommend the company to others (although a majority still does agree)
- They are willing to go out of their way to buy products/services (a majority still does agree)
- They are willing to pay more for that product or service

Global Tracking:
Channel Attitudes: Somewhat + Strongly Agree



CE3. If a company provides an exceptional customer experience that is the very best in their product or service category, please indicate how much you agree or disagree with each of the following statements:

Usage and Attitudes Toward Artificial Intelligence

More than half of consumers have used Artificial Intelligence (AI) for any purpose, most often an automated assistant / chatbot online.

About a third of consumers (34%) have used an automated assistant / chatbot online, making it the most common form of AI for consumer use.

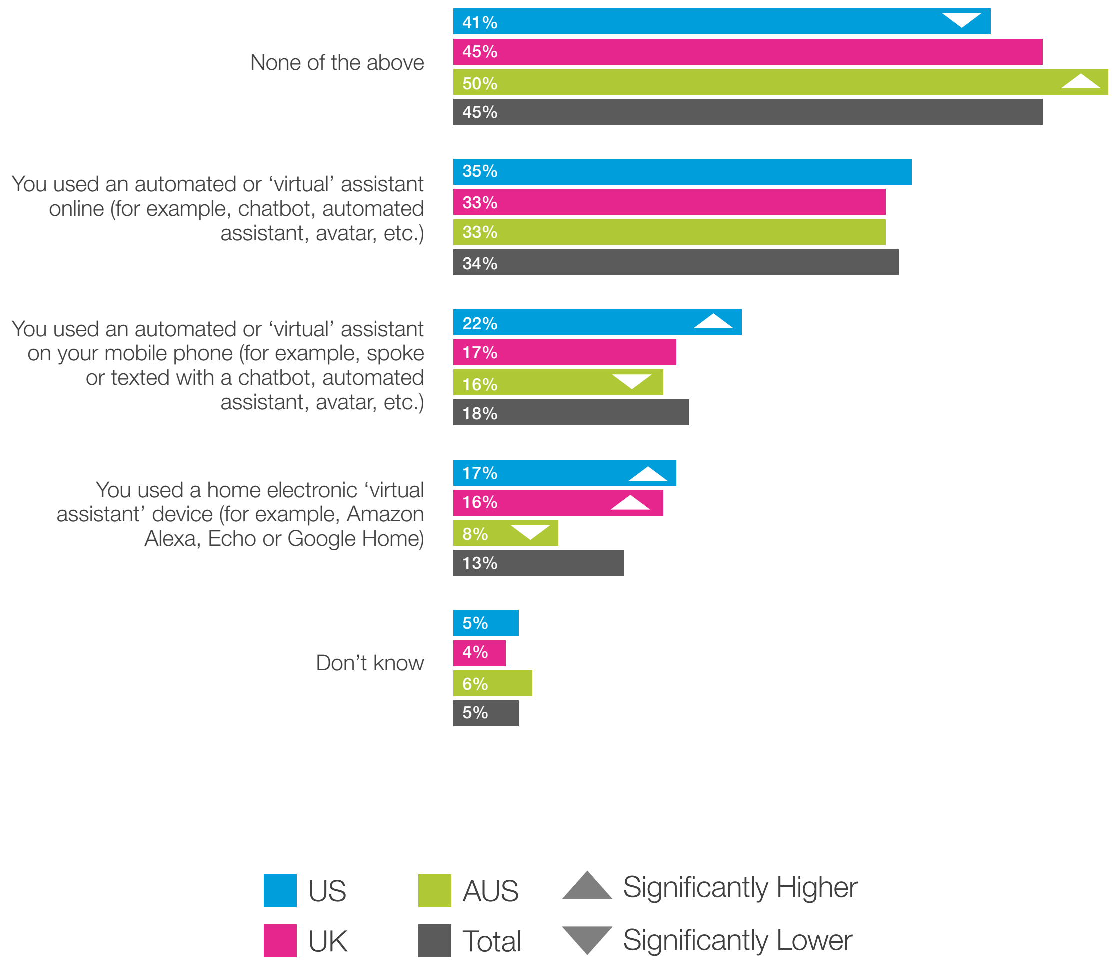
Australian consumers are interacting with AI the least – they are significantly more likely to say they have used "none of the above" AI technologies, and significantly less likely to say they have used an automated assistant on their phone or a home electronic device.

US consumers appear to be using AI the most. They are significantly less likely to say they have used none of the AI tech and significantly more likely to have used an automated assistant on their phone or a home electronic assistant.

UK consumers are also more likely to use a home electronic assistant.

Generation Z and Millennials are more likely to use all forms of AI, while Gen X, Baby Boomers and the Silent Generation are more likely to select none.

AI Usage For Any Purpose



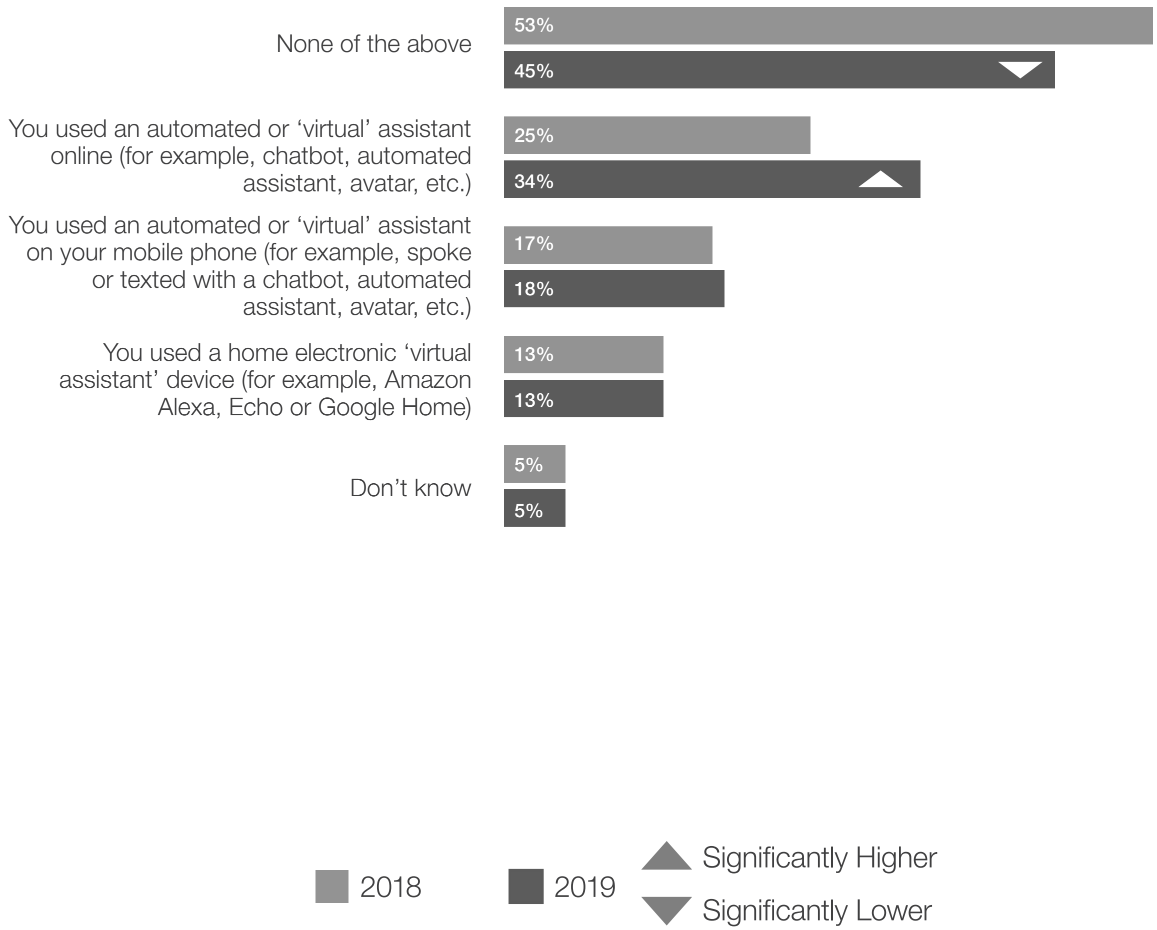
AI1. Have you ever used any of the following "automated" or "artificial intelligence" technologies for any purpose? Select all that apply:

AI usage has increased due to increased usage of automated assistants / chatbots online.

The proportion of consumers who say they have used none of the AI technologies has decreased significantly since 2018.

Conversely, the proportion of consumers using an automated assistant online has increased significantly.

Global Tracking:
Channel Attitudes: Somewhat + Strongly Agree



AI1. Have you ever used any of the following "automated" or "artificial intelligence" technologies for any purpose? Select all that apply:

Automated assistants / chatbots online is the most common form of AI for customer service as well.

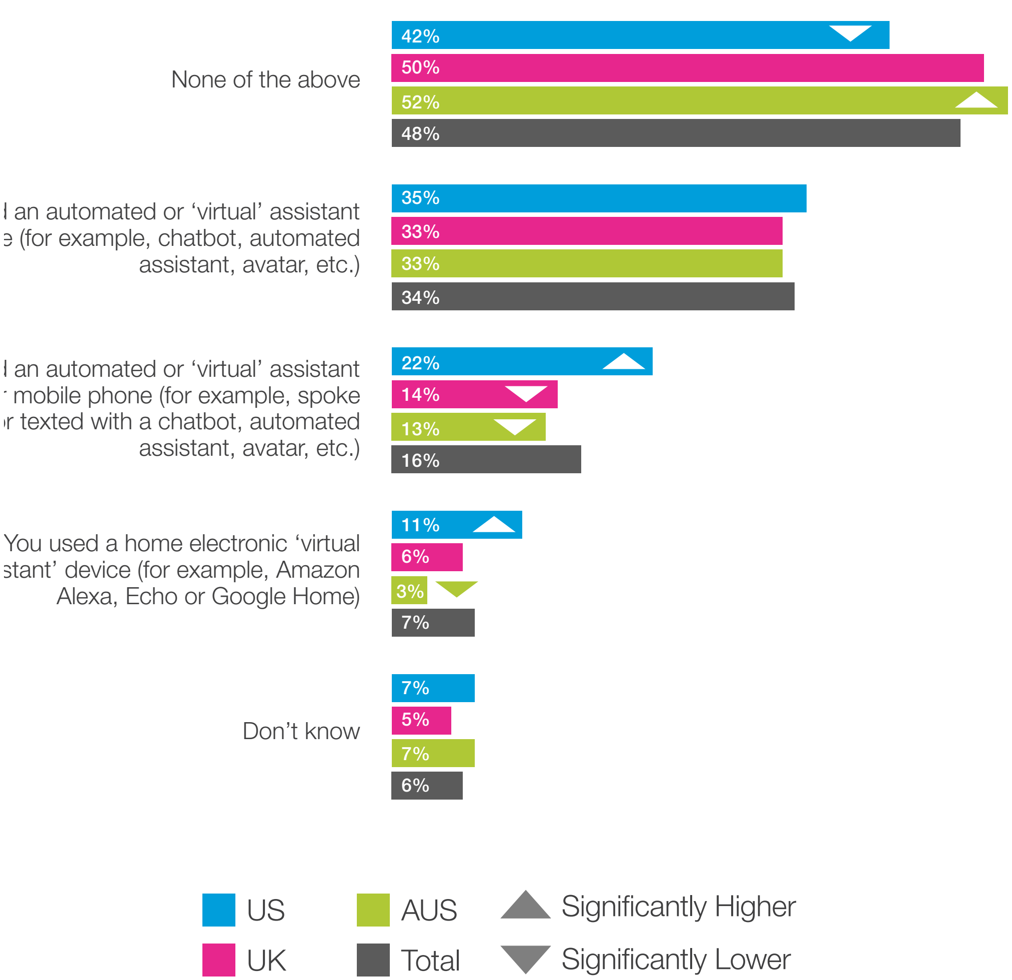
AI usage for customer service is slightly less common than AI usage overall, with 48% saying they have used none of the AI technologies for customer service.

Again, automated assistants online are the most common with 34% using them.

US consumers are more likely to have used an automated assistant on their phone and a home electronic assistant.

Similarly to AI usage overall, Generation Z and Millennials are more likely to have used all forms of AI for customer service and Gen X, Boomers, and Silent Generation are more likely to select none of the above.

AI Usage For Customer Service



AI2. For customer service, have you ever used any of the following "automated" or "artificial intelligence" technologies? Select all that apply:

Consumers prefer to interact with live agents more than chatbots and want to be informed immediately if they are communicating with a chatbot.

Overall, consumers are cautious toward chatbots. Most say they want to be informed if interacting with a chatbot, they prefer a live agent, and chatbots need to get smarter before they use them regularly.

Consumers in the US are more likely to agree that chatbots make it faster and easier to resolve issues; and they are more likely to want to use their home electronic device to interact with companies.

Those in the UK are especially likely to feel chatbots need to get smarter in order to use them willingly.

AI Perceptions: Somewhat + Strongly Agree

AI3.1-6. For each of the statements below, indicate how strongly you agree or disagree.

There is a generational divide in attitudes about chatbots.

Generation Z and Millennials are more likely to agree with positive statements about chatbots.

Gen Xers, Boomers and Silent Generation are more likely to agree with negative statements about chatbots.

AI Perceptions by Generation: Somewhat + Strongly Agree

	Gen Z	Millennials	Gen X	Baby Boomers	Silent Generation	Total
I want to be informed immediately if I am interacting with a chatbot / virtual assistant rather than a live agent	82% ▼	90%	94% ▲	94% ▲	97% ▲	92%
I prefer to interact with a live customer service agent instead of a chatbot or 'virtual assistant'	83% ▼	86% ▼	91% ▲	96% ▲	98% ▲	91%
Chatbots and virtual assistants need to get smarter before I am willing to use them regularly for customer service	72% ▼	78%	82% ▲	79%	91% ▲	80%
I don't mind it if I'm transferred between a chatbot and a live customer service agent as long as my issue is resolved quickly and without additional effort from me.	78% ▲	75% ▲	70% ▼	71%	83% ▲	73%
Chatbots and virtual assistants make it easier to get issues resolved for customer service	58% ▲	56% ▲	39% ▼	27% ▼	24% ▼	40%
I would like to use my home electronic 'virtual assistant' device to interact with businesses for customer service	40% ▲	43% ▲	26% ▼	13% ▼	15% ▼	27%
Chatbots and virtual assistants make it faster to get issues resolved for customer service	52% ▲	59% ▲	38% ▼	26% ▼	23% ▼	40%

▲ Significantly Higher

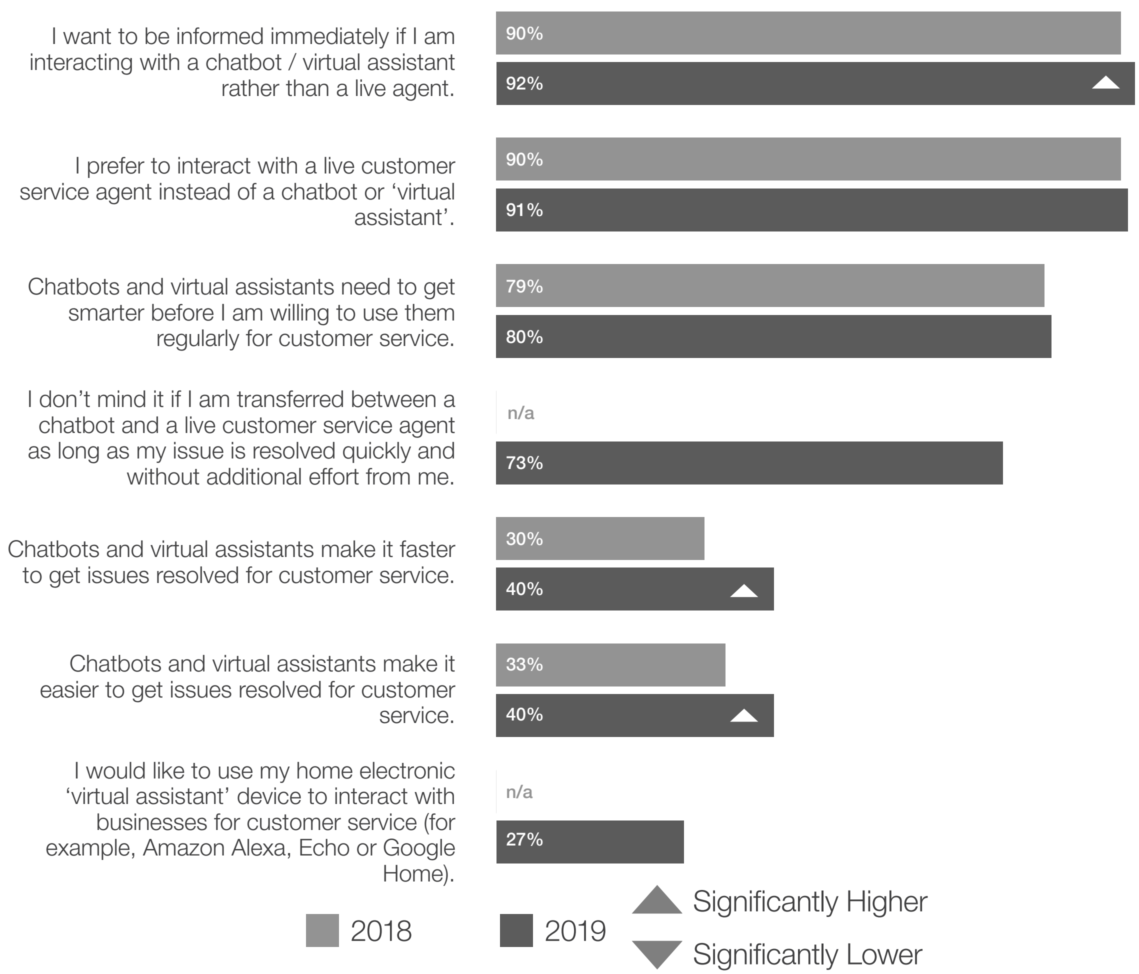
▼ Significantly Lower

AI3.1-6. For each of the statements below, indicate how strongly you agree or disagree.

However, consumers may be feeling more positive about chatbots with time.

While significantly more consumers want to be informed immediately when interacting with a chatbot than in 2018, they also are more likely to say chatbots make it faster and easier to get their issues resolved.

AI Perceptions: Somewhat + Strongly Agree



AI3.1-6. For each of the statements below, indicate how strongly you agree or disagree.

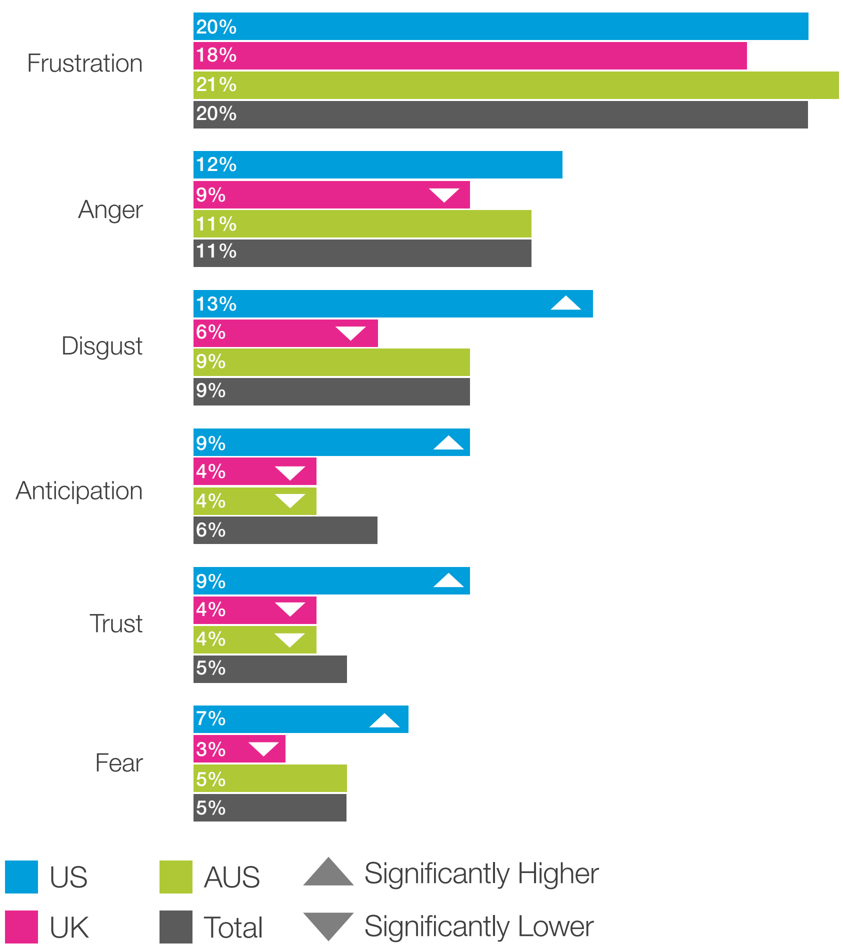
Frustration is the emotion most commonly felt strongly when consumers think about AI technologies like chatbots and home electronic virtual assistants for customer service.

While frustration is the most common emotion consumers feel when dealing with AI – only 20% feel that emotion strongly.

Although still a minority:

- Consumers in the US are more likely to feel disgust, anticipation, trust and fear very strongly.
- UK consumers are less likely to feel anger, disgust, anticipation, trust and fear very strongly.
- Australians are less likely to feel anticipation and trust very strongly.

Emotions Created by AI: Feel Very Strongly (9/10)



AI4.1-6. When you think about using artificial intelligence technologies like chatbots and home electronic virtual assistants for your customer service needs, how strongly did you feel each of the emotions below?

Usage and Attitudes Toward Private Social Messaging Apps

About four in ten have used a private social messaging app for customer service.

38% of consumers have used a private social messaging app for customer service.

- Generation Z and Millennials are most likely to have used a private social messaging app for customer service (58% and 59%, respectively).
- Gen X (38%), Boomers (19%) and the Silent Generation (16%) are significantly less likely to have used private social messaging app for customer service.

Those in Australia are more likely to use Facebook.

Those in the UK are more likely to use WhatsApp and Twitter Messenger.

Those in the US are more likely to use Instagram and Twitter Messenger, as well as many of the other messaging apps.

Private Social Messaging App Usage for Customer Service

Country	Total	US	UK	AUS
None of the Above	60%	58%	62%	61%
You used Facebook Messenger	28%	29%	24% ▼	31% ▲
You used WhatsApp	10%	10%	13% ▲	6% ▼
You used Instagram	8%	11% ▲	6% ▼	6%
You used Twitter Messenger	8%	12% ▲	10% ▲	3% ▼
You used WeChat	3%	4%	2%	2%
You used Viber	3%	5% ▲	1% ▼	2%
You used Telegram	2%	4%	1%	1%
You used Apple Business Chat	2%	4% ▲	1% ▼	1% ▼
You used VK - Vkontakte	2%	4% ▲	1% ▼	n/a ▼
You used Line	1%	3%	n/a	1%
Don't Know	2%	2%	2%	2%

▲ Significantly Higher

▼ Significantly Lower

MA2. For customer service, have you ever used any of the following private social messaging apps? Select all that apply:

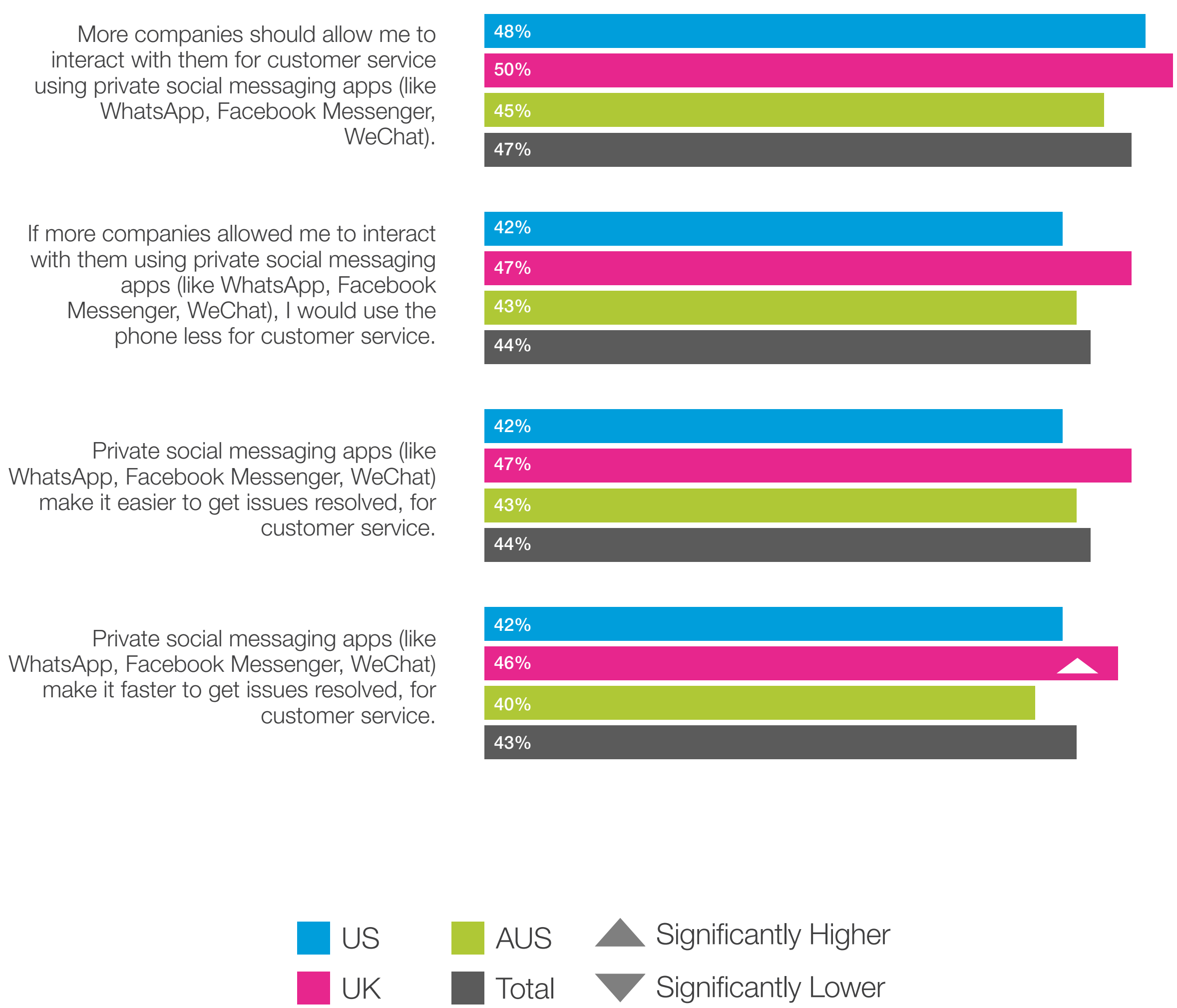
47% of consumers agree that companies should offer private social messaging apps for customer service.

About half of consumers agree companies should allow them to interact using private social messaging apps.

Those in the UK are more likely to agree that private social messaging apps make it faster to get issues resolved for customer service.

Importantly, Generation Z and Millennials are significantly more likely to agree with all statements (around two-thirds of these age groups agree with each statement).

Social Media Messaging Attitudes: Somewhat + Strongly Agree



MA3.1-4. For each of the statements below, indicate how strongly you agree or disagree.

Facebook Messenger is the most popular social messaging app worldwide, based on reported use for any purpose.

Two-thirds of consumers have used Facebook Messenger for any purpose. This is significantly higher in Australia, and significantly lower in the UK.

- In the UK, consumers are more likely to use WhatsApp and Twitter.
- Australians are more likely to use Viber than consumers elsewhere.

Consumer usage of private social messaging apps generally decreases with age, with Generation Z and Millennials significantly more likely than older groups to use nearly every messaging app, and Gen Xers more likely to use than Boomers, and Boomers more likely to use than the Silent Generation.

- For example, 23% of Generation Z has used Instagram social messaging, compared to 16% of Millennials, 5% of Gen X, 2% of Boomers and 1% of the Silent Generation.
- However, Facebook messenger is the most used messaging app across age groups.

Females are significantly more likely to use Facebook and Instagram for messaging, while males are more likely to use Twitter.

Private Social Media Messaging App Usage for Any Purpose

Country	Total	US	UK	AUS
You used Facebook Messenger	64%	62%	59% ▼	70% ▲
You used WhatsApp	36%	19% ▼	56% ▲	33% ▼
You used Instagram	26%	27%	22% ▼	28%
None of the Above	22%	24%	21%	21%
You used Twitter Messenger	15%	18% ▲	19% ▲	9% ▼
You used Viber	9%	7% ▼	7% ▼	14%
You used WeChat	4%	4%	3%	6%
You used Line	4%	5%	2% ▼	4% ▲
You used Telegram	4%	4%	4%	3%
You used Apple Business Chat	2%	4% ▲	1% ▼	n/a ▼
You used VK - Vkontakte	2%	4% ▲	1% ▼	n/a ▼
Don’t Know	1%	n/a	1%	1%

▲ Significantly Higher

▼ Significantly Lower

MA1. Have you ever used any of the following private social messaging apps for any purpose (for example, communicate with friends and family or with companies)? Select all that apply:

Appendix

Channel Usage and Performance: United States Findings

Channel	% Usage		% Satisfaction (9/10)		% Preference (Top 3 rank)		Net Promoter Score® (NPS®)	
	2018	2019	2018	2019	2018	2019	2018	2019
Phone	53%	52%	48%	55%	65%	65%	19	9
Email	30%	32%	41%	43%	43%	43%	-2	17
Online chat	30%	30%	56%	50%	53%	51%	28	17
Mobile app	15%	22%	54%	39%	22%	17%	38	-2
IVR	17%	19%	40%	39%	26%	22%	4	5
Automated assistant / chatbot	7%	12%	35%	38%	8%	11%	9	0
Text	10%	13%	46%	55%	12%	12%	14	38
Website	22%	10%	47%	33%	50%	44%	25	-2
Home electronic assistant	1%	5%	36%	40%	4%	3%	n/a	-2
Private Social Messaging app	n/a	9%	n/a	69%	n/a	7%	n/a	63
Public Social Media*	9%	9%	36%	36%	9%	6%	-2	0
Conversation AI IVR	n/a	4%	n/a	63%	n/a	12%	n/a	50
Video Chat	n/a	6%	n/a	28%	n/a	8%	n/a	18

*2018 survey asked about social media use in general; 2019 survey distinguished between public social media and private social media messaging apps
Agent-assisted in blue, Self-service in ornage

Channel Usage and Performance: United Kingdom Findings

Channel	% Usage		% Satisfaction (9/10)		% Preference (Top 3 rank)		Net Promoter Score® (NPS®)	
	2018	2019	2018	2019	2018	2019	2018	2019
Phone	44%	46%	47%	48%	61%	63%	9	17
Email	35%	32%	36%	36%	58%	55%	-15	2
Online chat	28%	27%	42%	51%	54%	61%	16	31
Mobile app	15%	22%	43%	40%	21%	18%	25	6
IVR	15%	15%	17%	22%	17%	14%	-43	-28
Automated assistant / chatbot	7%	14%	24%	25%	8%	11%	-5	-6
Text	10%	10%	33%	34%	10%	9%	-11	4
Website	23%	5%	40%	26%	50%	43%	9	-5
Home electronic assistant	2%	6%	38%	32%	4%	2%	n/a	-9
Private Social Messaging app	n/a	6%	n/a	48%	n/a	8%	n/a	20
Public Social Media*	10%	6%	26%	12%	10%	6%	-14	-8
Conversation AI IVR	n/a	2%	n/a	11%	n/a	6%	n/a	-17
Video Chat	n/a	2%	n/a	40%	n/a	5%	n/a	-30

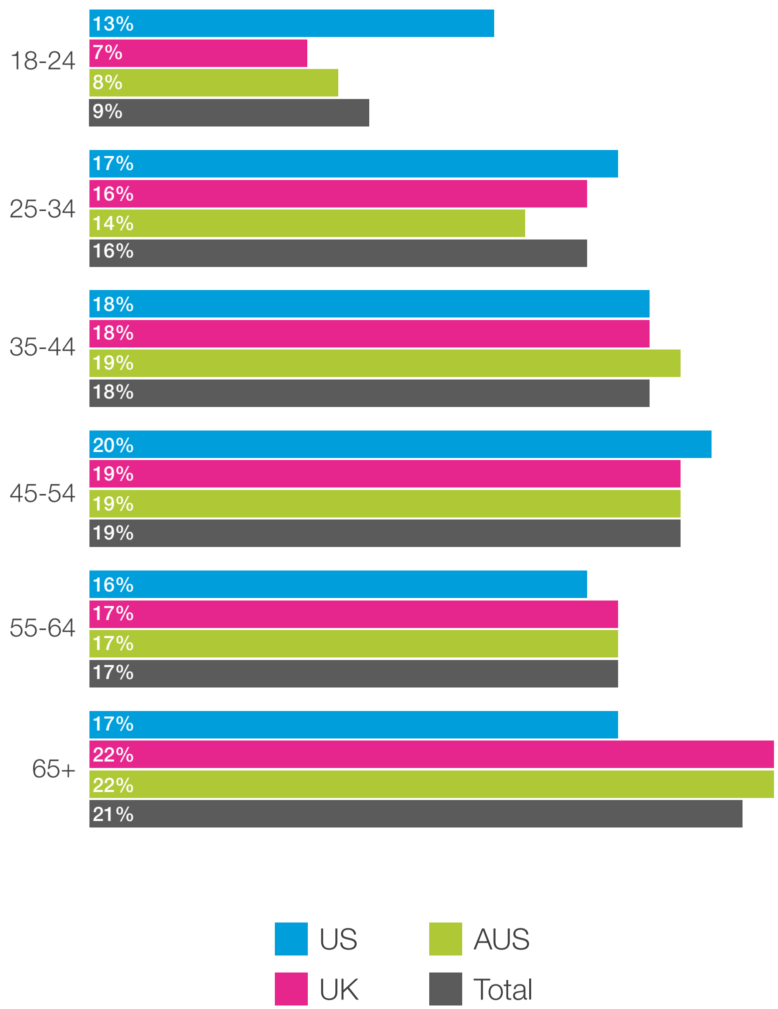
*2018 survey asked about social media use in general; 2019 survey distinguished between public social media and private social media messaging apps
Agent-assisted in blue, Self-service in orange

Channel Usage and Performance: Australia Findings

Channel	% Usage		% Satisfaction (9/10)		% Preference (Top 3 rank)		Net Promoter Score® (NPS®)	
	2018	2019	2018	2019	2018	2019	2018	2019
Phone	49%	45%	37%	41%	66%	67%	-6	14
Email	31%	32%	28%	42%	58%	55%	-9	6
Online chat	26%	26%	45%	42%	53%	52%	22	9
Mobile app	15%	22%	36%	39%	19%	19%	12	-5
IVR	15%	15%	23%	17%	18%	18%	-37	-47
Automated assistant / chatbot	7%	14%	26%	29%	8%	10%	-27	-6
Text	9%	8%	35%	30%	11%	10%	-9	14
Website	25%	5%	37%	30%	51%	46%	6	-21
Home electronic assistant	1%	8%	0%	23%	3%	1%	n/a	-25
Private Social Messaging app	n/a	4%	n/a	32%	n/a	8%	n/a	-4
Public Social Media*	8%	4%	26%	24%	9%	4%	-14	-16
Conversation AI IVR	n/a	1%	n/a	20%	n/a	6%	n/a	-60
Video Chat	n/a	1%	n/a	80%	n/a	4%	n/a	40

*2018 survey asked about social media use in general; 2019 survey distinguished between public social media and private social media messaging apps
Agent-assisted in blue, Self-service in orange

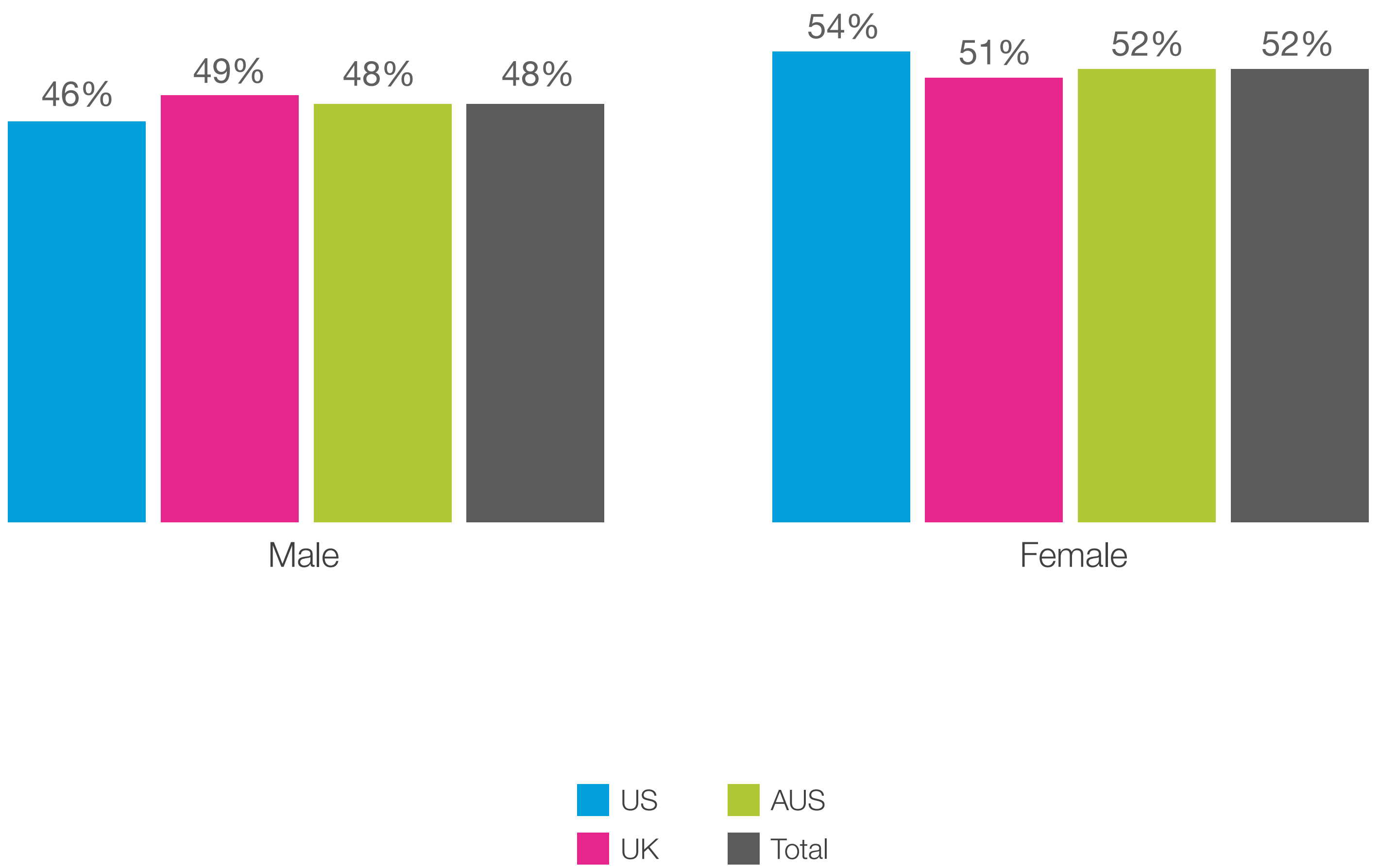
Age



	Generations			
	Total	US	UK	AUS
Generation Z: Born 1997-2012, Age 18-22	6%	8%	5%	5%
Millennials: Born 1981-1996, Age 23-38	27%	30%	27%	24%
Generation X: Born 1965-1980, Age 37-54	30%	29%	29%	31%
Baby Boomers: Born 1946-1964, Age 55-73	31%	26%	33%	34%
Silent Generation: Born 1928-1945, Age 74-91	6%	6%	6%	5%

DS1. In what year were you born?
Agent-assisted in blue, Self-service in orange

Gender



DS2. Are you…
Agent-assisted in blue, Self-service in orange

Education

US	
Less than high school	2%
High school graduate	30%
Some college	27%
College graduate	26%
Post-graduate education	15%

UK	
Incomplete Secondary education	3%
Secondary education completed (GCSE/O level/CSE or equivalent)	22%
Secondary education completed (A level or equivalent)	15%
Some vocational or technical qualifications	5%
Vocational or technical qualifications complete	17%
University education completed	26%
Postgraduate education completed	8%
Doctorate, post-doctorate or equivalent	3%
Prefer not to answer	3%

AUSTRALIA	
Incomplete Secondary (high school) education	7%
Incomplete Secondary education	3%
Secondary education completed	21%
Some university or vocational certification	5%
Some university or vocational certificate (TAFE Certificate I, II, III or IV)	14%
Vocational or professional certification completed	3%
Vocational or professional certification completed (TAFE Diploma or Advanced Diploma)	14%
University education completed	19%
Postgraduate education completed	11%
Doctorate, post-doctorate or equivalent completed	2%
Prefer not to answer	0%

DS3. What is the highest level of education you achieved?
Agent-assisted in blue, Self-service in orange

Why NICE · inContact?

We are the cloud contact center software leader with the most complete, easiest and most reliable solution to help organizations achieve their customer experience goals. NICE inContact continuously innovates in the cloud and is the only provider to offer a complete solution that includes CXone, an expert service model and the broadest partner ecosystem. For more information, visit www.niceincontact.com

More Resources

2019 Customer Experience (CX) Transformation Benchmark, Global Findings: Business vs. Consumer eBook

2019 Customer Experience (CX) Transformation Benchmark, Global Findings: Contact Center Plans and Metrics eBook

AI-Infused Contact Centers Optimize Customer Experience White Paper

An Operations Leaders Guide to Contact Center Solutions White Paper

Powerful Enablers of Omnichannel Customer Loyalty eBook

Faster Service, Happier Customers: Using Self-service to Accelerate the Speed of Resolution White Paper

Total Economic Impact of NICE inContact CXone Research

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