



# 2018 Customer Experience (CX) Transformation Benchmark

Global Consumers:  
United States, United Kingdom, Australia

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# Executive Summary

# Overview

Companies of all sizes now compete in the experience economy to attract new customers and build customer loyalty and advocacy. No longer able to rely on product quality or price, companies must consistently deliver exceptional customer experience to drive bottom line growth.

With fierce competition and dozens of service channels available, customer service leaders have to continuously monitor and improve customer experience while also expanding their service channels and fine-tuning their contact center operations to meet consumer demand for speed, convenience and personalization.

The second annual NICE inContact Customer Experience (CX) Transformation Benchmark reports on more than 2,400 consumers' most recent customer service experience **across 11 different channels** – both Agent-assisted and Self-service – **on over 4,600 total interactions**.

This is the **only research** study that measures real-world consumer experiences including satisfaction, loyalty and advocacy, including Net Promoter Score® (NPS), by communication channel.

The 2018 CX Transformation Benchmark covers six customer service dimensions:

- **Channel Usage** – Agent-assisted and Self-service
- **Customer Experience (CX)** – satisfaction
- **Channel Preferences**
- **Customer Experience** – attitudes
- **Channel Influence on Net Promoter Score®**
- **Artificial Intelligence and Automation** – usage, preference, satisfaction and attitudes

Country-specific information is available for United States, United Kingdom and Australia. Comparison of 2018 with 2017 results are available for United States.

# Major Findings

## Consumer Attitudes about CX

The 2018 NICE inContact Customer Experience (CX) Transformation Benchmark reveals that consumers expect more and are willing to buy more from companies that deliver exceptional customer experiences. They are also willing to switch companies due to poor customer service.

- 89% of consumers are willing to buy more and 82% are willing to go out of their way to buy from companies that deliver exceptional customer experience
- 80% of consumers are willing to switch companies due to poor customer service

## Omnichannel Service and Satisfaction

Consumers want true omnichannel customer service, and service that's seamless, convenient and quick. But, only 35% are highly satisfied with their experience.

- 9 in 10 consumers want true omnichannel service – they expect a seamless experience when moving from one communication method to another, such as phone to text or chat to phone
- Only 35% of consumers are highly satisfied\* with their experience, regardless of channel and country surveyed

\*Highly satisfied = 9-10 rating out of 10

\*\*Respondents reported channel used for their two most recent service experiences

## Usage of Agent-assisted, Self-service Channels

Customer service agents remain vital to delivering exceptional experiences, with phone comprising 49% of all interactions. Consumers across all regions use Agent-assisted channels twice as often as Self-service. Self-service channel use as a whole in the US almost doubled.

- 68% of all interactions were Agent-assisted
- 49% of all consumers surveyed used phone in their most recent interaction\*\*
- 83% of customers that used Self-service channels, also, separately, used Agent-assisted channels
- 61% of customers that used Agent-assisted channels, did not use any Self-service methods in the last 3 months
- In the US, Self-service use almost doubled from 17% in 2017 to 31% in 2018
- 32% and 34% of all interactions, in the UK and Australia respectively, were via Self-service channels
- Phone and chat are used more frequently in the US than in UK and Australia; email is more utilized in UK, and company website is more utilized in Australia
- 22% or over 1 in 5 interactions were regarding a purchase

# 35%

Only 35% are highly satisfied with their experience

# Major Findings (continued)

## Channel Preferences

Consumers are using both Agent-assisted and Self-service channels and still prefer Agent-assisted options such as phone, email and chat. Company website and mobile apps are the top two most preferred Self-service channels. The least preferred channels are social media, and automated assistant and video chat.

- 66% of consumers prefer Agent-assisted customer service, with phone, email, and chat leading the way
- In the US, preference for Agent-assisted decreased from 67% in 2017 to 64% in 2018 with preference for Self-service increasing
- Channel preferences are similar across US, UK and Australia

## Chatbots / Automated Assistants

Use of and satisfaction with automated assistants for customer service is low.

- Only 8% of consumers interacted with a virtual assistant on their mobile phone or home electronic device
- A full 90% of customers prefer to talk to a live service agent over a chatbot
- 79% of respondents said chatbots and virtual assistants need to get smarter before they will use them regularly
- 66% disagree that chatbot and virtual assistants make it easier to get issues resolved

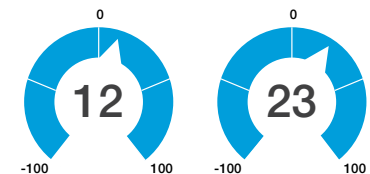
## Channel Influence on Net Promoter Score®

Overall Agent-assisted and Self-service channels are about equal in their impact on Net Promoter Score®. Channels that drive Net Promoter Score® the most strongly are chat, mobile apps and company website. These lead to the higher likelihood of recommending a company or continuing to do business with that company.

- Net Promoter Score® varies by country with significant differences and notable improvement in the US compared to 2017 scores in the US.

### US

Agent-assisted 12 vs Self-service 23  
(up from 3 and -2 respectively in 2017)



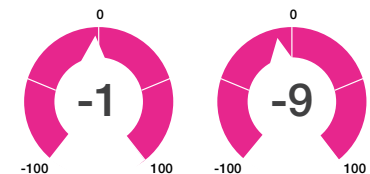
### UK

Agent-assisted -1 vs Self-service -4



### Australia

Agent-assisted -1 vs Self-service -9



# Comparison of Global Findings



## Comparison of Global Findings – Channel Usage, Satisfaction, Preference and NPS®

Channels	% Usage	% Satisfaction (9/10)	% Preference (top 3 rank)	NPS®
Phone, live rep	49	37	69	7
Email	32	28	58	-9
Chat	28	44	53	21
Website	24	41	50	14
Mobile app	16	44	21	25
Automated phone menu	15	27	20	-26
Text	10	35	11	-2
Social Media	9	26	10	-10
Automated, virtual assistant on mobile phone	7	27	9	n/a
Video chat	4	n/a	5	n/a
Home electronic virtual assistant	1	n/a	4	n/a

# Channel Usage

What channels are consumers using,  
and for what kind of service experiences?



# Consumers used Agent-assisted channels more often than Self-service in their most recent interactions by more than 2:1



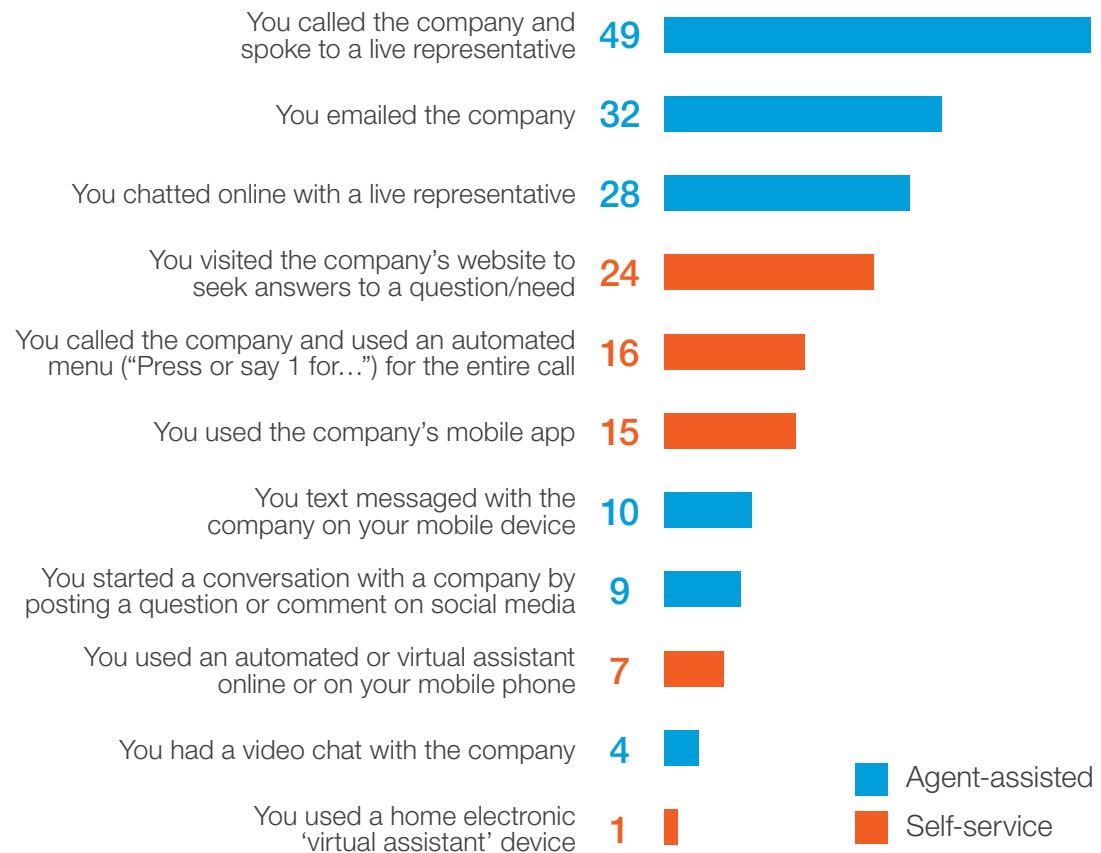
QS4. In which of the following ways did you communicate or interact during this experience? (Respondents were allowed to check multiple methods for up to two experiences.  
Chart Base: 2,407  
qs4selected\_1 - qs4selected\_11: Total Base - 4673 points of contact (by 2407 respondents), Agent Assisted Channels= 3171 (68%) and Self Service Channels- 1502 (32%)

# Phone is the most utilized channel, followed by Agent-assisted digital channels email and chat

Visiting the company website is the most utilized Self-service channel

Only 8% of respondents used automated or virtual assistants for their most recent service interaction

## Methods of Communication During Most Recent Experience (% of Experiences in which each method was mentioned)



QS4. In which of the following ways did you communicate or interact during this experience? (Respondents were allowed to check multiple methods for up to two experiences. Chart Base: 2,407 qs4selected\_1- qs4selected\_11: Total Base - 4673 points of contact (by 2407 respondents), Agent Assisted Channels= 3171 (68%) and Self Service Channels- 1502 (32%)

# During their most recent experience, more than half of customers used Agent-assisted methods to resolve a problem or issue

Self-service is more often utilized for general information or purchase related inquiries

22% or over 1 in 5 interactions were regarding a purchase

**Purpose of the Experience when Communicating or Interacting with a Company**  
 (% mentioning each category, multiple responses allowed)



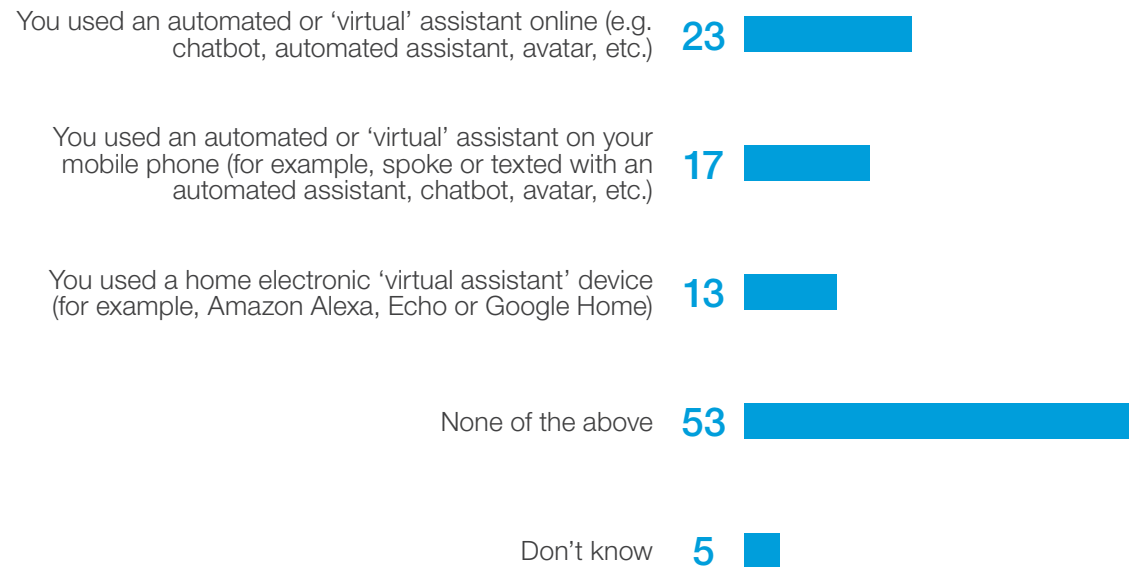
QEC1. Thinking about that recent customer service experience in the (INDUSTRY) industry where (CHANNEL), which of the following best describes the purpose? (Multiple responses were allowed)  
 Base: Total Respondents, n=2407

# About half of all respondents have used Artificial Intelligence (AI) technology for any purpose

Online chatbots or 'virtual' assistants are the most commonly used followed by an automated assistant on a mobile phone, for any purpose

When asked about their most recent service interaction, note that only 8% of respondents used automated or virtual assistants (see page 8 for details)

## Use of Artificial Intelligence (AI) for Any Purpose (% of Experiences in which each method was mentioned)



QAIX1\_1-6. Have you ever used any of the following "automated" or "artificial intelligence" technologies? n=2407

# Customer Experience

What is the overall experience for consumers' most recent service interactions?

# Only 35% of consumers are highly satisfied with their most recent experience

Satisfaction with Agent-assisted and Self-service channels are about equal at 35% and 36% respectively

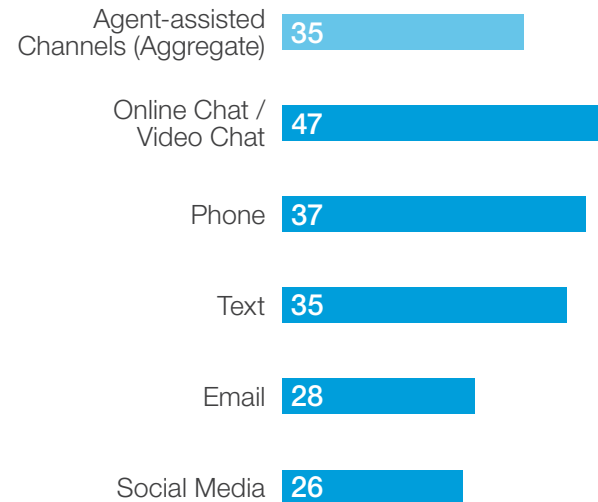
Chat has the highest satisfaction of all channels at 47% being highly satisfied; mobile apps and website round out the top 3

Consumer satisfaction with automated assistants is very low, at only 27%

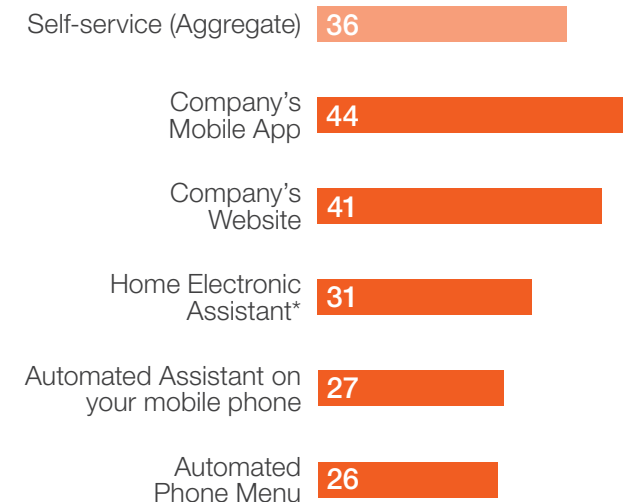
## Satisfaction with Using each Method of Communication (% Rating as 9/10 and Mean Scores)

**Overall Satisfaction: 35%**

### Agent-assisted Channels



### Self-service Channels



\*Caution: low sample size  
 QCH1. Thinking about that recent customer service experience in the (INDUSTRY) industry where (CHANNEL), how satisfied were you overall with this method of communication during your experience?  
 Unweighted Bases: Agent-assisted (1289), Online Chat (318), Social (138), Phone (341), Email (334), text (148), Video chat (10); Self-service (1118), Automated Assistant on (154), Automated Phone Menu (311), Company's Mobile App (307), Company's Website (314), Home Electronic Assist (32)

# Chat and phone are each viewed as convenient and quick, requiring a minimal amount of effort

Automated phone menu and email performed poorly for customer experience

Channels viewed as “a convenient way to resolve my question or issue”	
Top three “most convenient”	Bottom three “least convenient”
<ul style="list-style-type: none"> <li>· Chat</li> <li>· Website</li> <li>· Phone</li> </ul>	<ul style="list-style-type: none"> <li>· Automated Phone Menu</li> <li>· Text</li> <li>· Email</li> </ul>

Channels viewed as “resolving my question or issue in the quickest way possible”	
Top three “quickest”	Bottom three “least quick”
<ul style="list-style-type: none"> <li>· Chat</li> <li>· Phone</li> <li>· Website (tied)</li> <li>· Mobile (tied)</li> </ul>	<ul style="list-style-type: none"> <li>· Automated Phone Menu</li> <li>· Text</li> <li>· Email</li> </ul>

Channels viewed as “requiring a minimal amount of effort to resolve the issue/need”	
Top three “minimal effort”	Bottom three “minimal effort”
<ul style="list-style-type: none"> <li>· Chat</li> <li>· Phone</li> <li>· Website</li> </ul>	<ul style="list-style-type: none"> <li>· Automated Phone Menu</li> <li>· Email</li> <li>· Social Media</li> </ul>

QCH3\_1. For these next few questions, think about that recent customer service experience in the (INDUSTRY) industry where (CHANNEL). Please rate this method of communication on each of the characteristics below. Scale: Excellent, Very Good, Good, Fair, Poor. Gray shading indicates question was not asked for those quota cells. Base: Total Respondents, n=2407

# Channel Preference

What channels are most  
and least preferred?



# Consumers prefer Agent-assisted over Self-service channels, 66% to 33%

Phone, email and chat are the top 3 most preferred channels

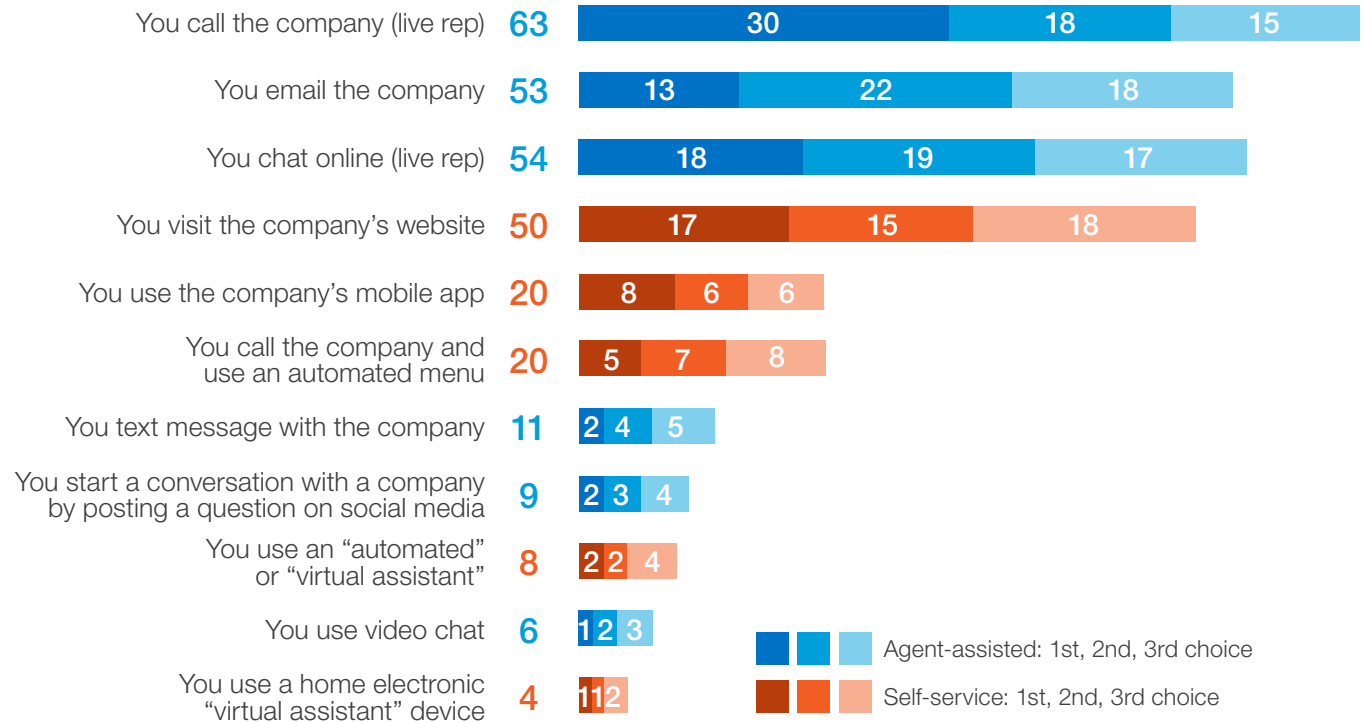
Website is the 4th most preferred channel

## Preferred Channel Totals



## Channel Preference

(% Ranked as 1st, 2nd, 3rd)



QCP1. Of the ways in which you can interact with a company during a customer service experience, please rank your top three from the list below.  
Base: Total Respondents, n=2407

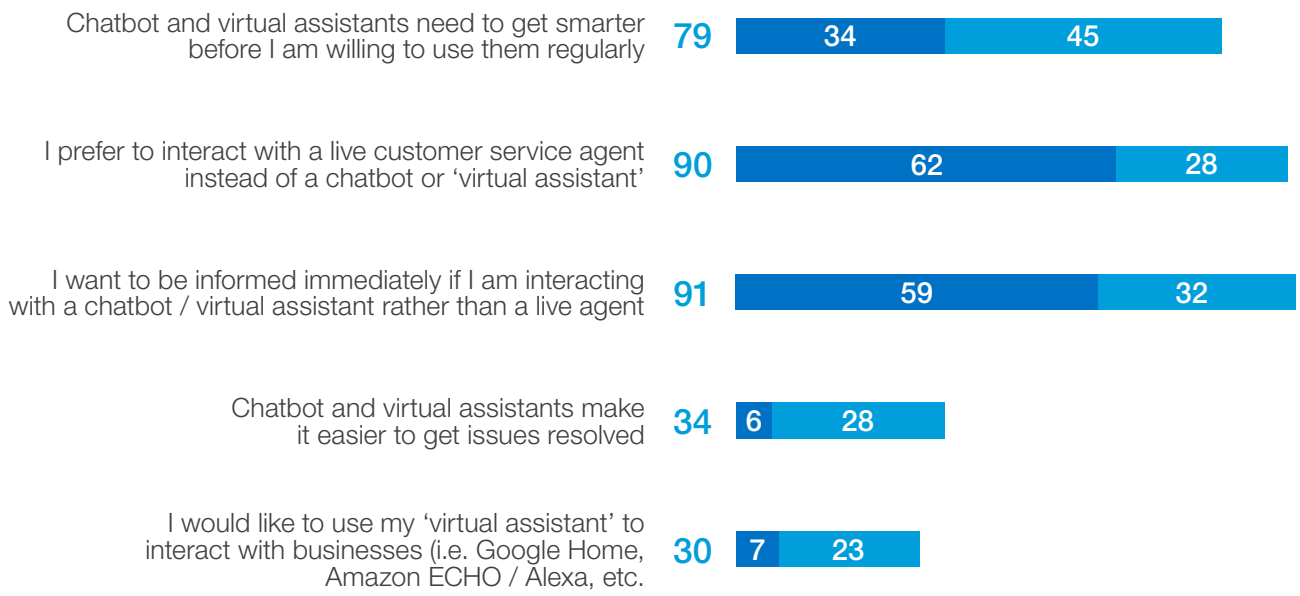
# 90% of consumers prefer to interact with a live customer service agent instead of a chatbot or 'virtual assistant'

Consumers do not believe that chatbots and virtual assistants make it easier to get issues resolved

Consumers agree that chatbots need to get smarter

Consumers want to know if they are interacting with a chatbot

### Consumer Attitudes with Virtual Assistants (% Mentioning each Rating)



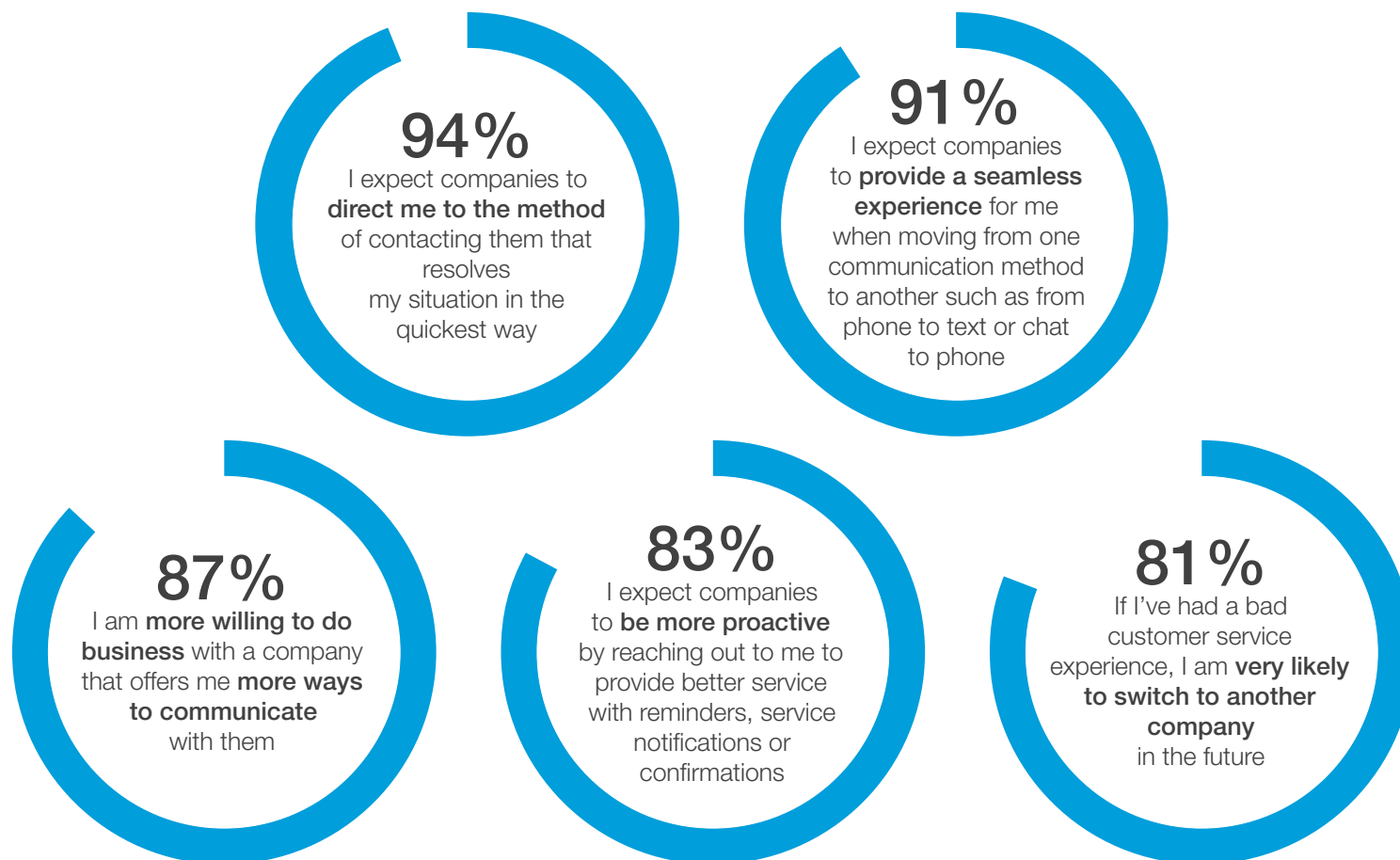
■ Strongly Agree  
■ Somewhat Agree

QA12X1X6\_1-5. For each of the statements below, indicate how strongly you agree or disagree.  
Base: Total Respondents, n=2407

# Customer (CX) Experience Attitudes

What perceptions and expectations do customers have for omnichannel service?

# Customers' want true omnichannel service, and are willing switch companies that provide poor service



QCA\_01 - 10. For each of the statements below, indicate how strongly you agree or disagree.  
Base: Total Respondents, n=2407

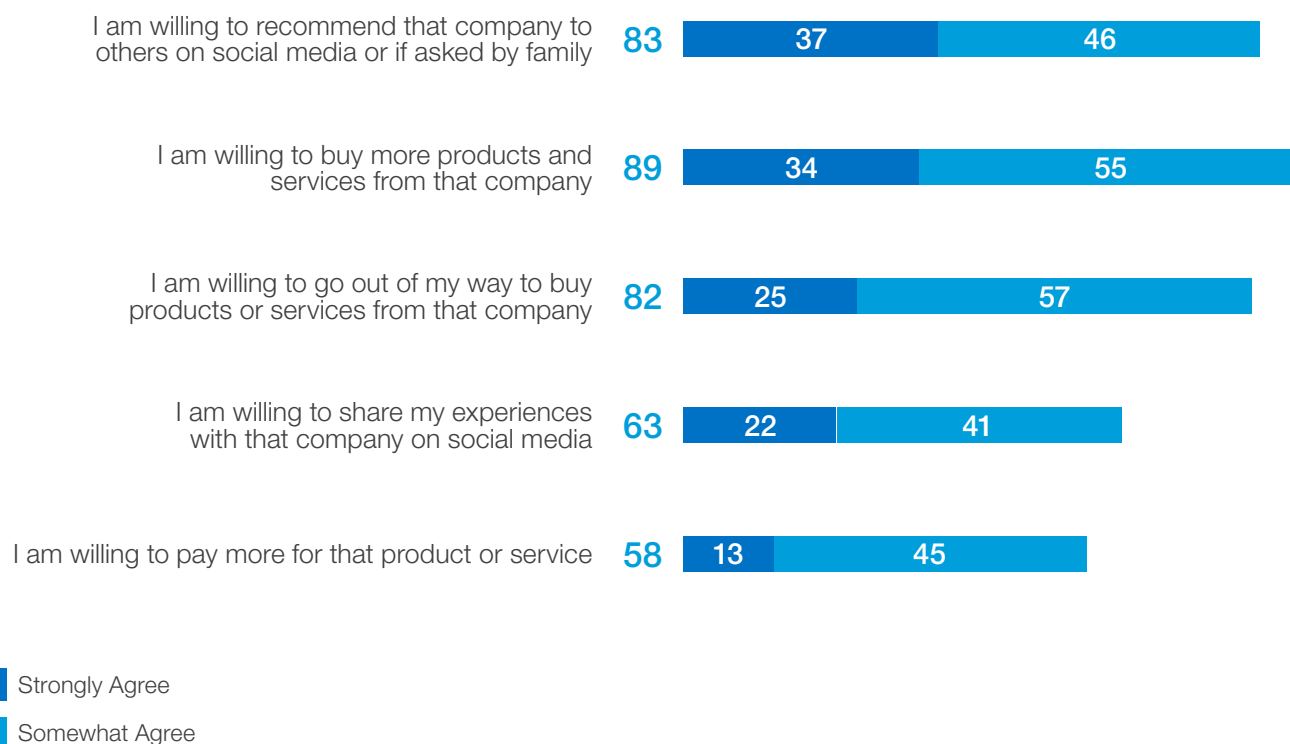
# The vast majority of consumers will reward companies who deliver exceptional customer service

89% are willing to buy more products and services from that company

83% are willing to recommend that company to others on social media or if asked by family

82% are willing to go out of their way to buy products or services from that company

## Exceptional Customer Experience (% Mentioning each Rating)



QCE3\_1 - 5. 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: Base: Total Respondents, n=2407

# Channel Influence on Net Promoter Score®

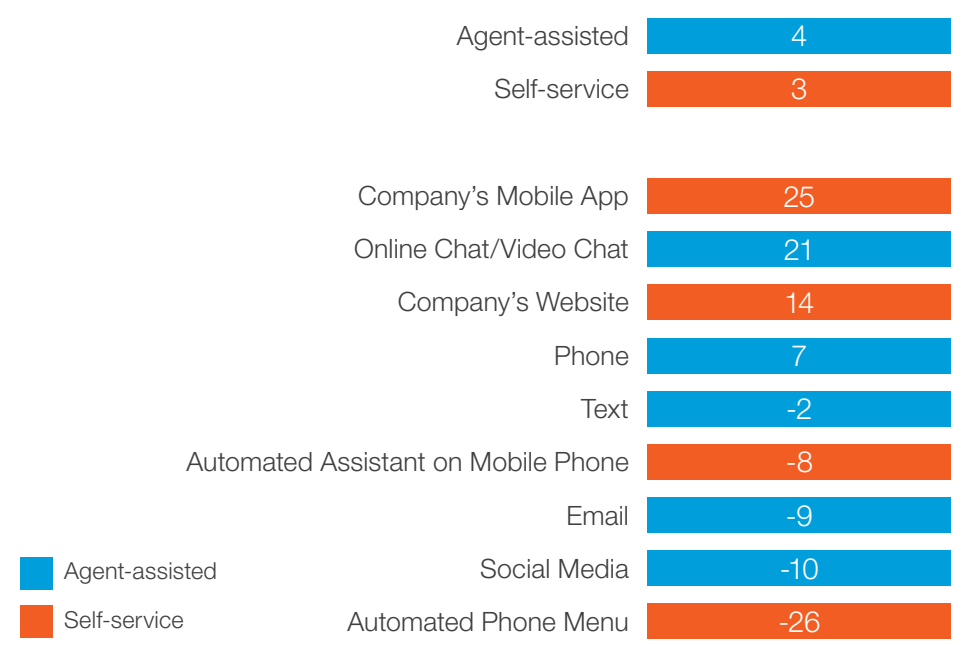
# Company's mobile app, chat and company's website most strongly drive Net Promoter Score®

Mobile app, chat and website channels lead to a higher likelihood of recommending a company or continuing to do business with that company

Overall Agent-assisted and Self-service channels are about equal in their impact on NPS®, at 4 and 3 respectively

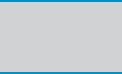
Automated phone service NPS® is poor

## Net Promoter Score®



■ Agent-assisted  
■ Self-service

QCH1x3. Based on the result of your experience in the (INDUSTRY) industry when (CHANNEL), how likely would you be to recommend that company to others, if asked by family, friends or colleagues?



# Methodology Demographics



# Methodology

## Methodology:

2,407 online surveys using a consumer panel. Data was collected March and April 2018

## Survey Length:

Approximately 9 min

## Qualification Criteria:

Consumers who had a customer service experience within the past three months either by initiating contact with a company, or being contacted by a company

## Weighting:

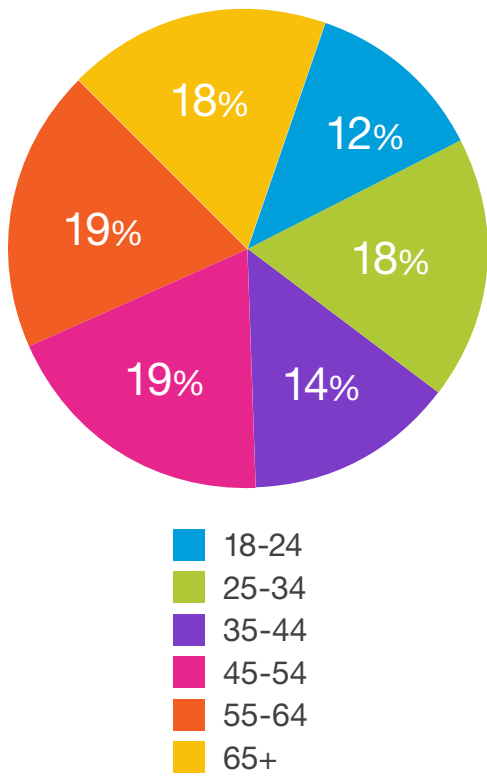
Data were weighted so that those entering the survey—prior to screening—aligned with US, UK and AU Census proportions for age, gender, race, and ethnicity

**Targeted Quotas:** Surveys were completed across the following Agent-assisted (AA) and Self-service (SS) channels with final responses as follows:

Channels	UK	US	AU
Phone (AA)	112	115	114
Email (AA)	111	113	110
Online Chat (AA)	110	100	108
Text (AA)	52	50	46
Social Media (AA)	50	42	46
Video Chat (AA)	NA	6	4
Automated Phone Menu (SS)	102	105	104
Company's Website (SS)	102	105	107
Company's Mobile App (SS)	101	102	104
Automated Assistant on Your Mobile Phone (SS)	49	52	53
Home Electronic Assistant (SS)	13	12	7

# Demographics

Survey Respondents by Age



Channel Use of Survey Respondents by Age

	Agent-assisted					Self-service				
	Phone	Email	Online Chat	Text	Social Media	Website	Automated Phone Menu	Mobile App	Automated Assistant on Mobile Phone	Home Electronic Assistant
Total	341	334	318	148	138	314	311	307	154	32
18-24	7%	18%	10%	27%	14%	9%	10%	14%	14%	9%
25-34	18%	14%	20%	20%	26%	11%	13%	18%	25%	50%
35-44	15%	18%	16%	14%	14%	10%	12%	16%	6%	16%
45-54	17%	12%	17%	20%	22%	18%	24%	24%	25%	13%
55-64	19%	16%	18%	13%	16%	25%	24%	19%	17%	9%
65+	24%	23%	19%	7%	7%	27%	18%	9%	13%	3%

QDS1. Age  
 QDS2. Gender  
 Base: Total Respondents, US= 802, UK=802 and AU=803

2018 CX Transformation Benchmark

# Australia Consumers 2018 Research



**NICE** inContact



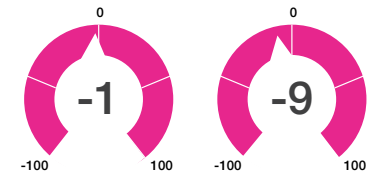
# Australia Major Findings

- Consumers in Australia call a company to speak with a live rep more often than any other method for customer service.
- Australian consumers utilized a company's website more than consumers in other countries. However satisfaction with using the website for self service was lower than either the US or UK.
- Consumers are most satisfied with chat, phone and company website. Satisfaction with phone is lower in Australia than in the US and UK.
- For all Self-service channels, satisfaction was lower in Australia than in either the US or UK.
- Calling the company, email and online chat are the most preferred channels of communication overall.
- Only 3 channels have a positive Net Promoter Score® in Australia: chat, company website and mobile app.

- Net Promoter Score® scores varied by country with significant differences:

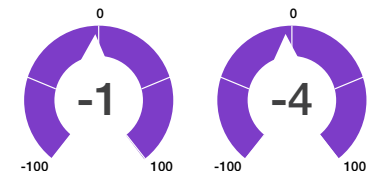
## Australia

Agent-assisted -1 vs Self-service -9



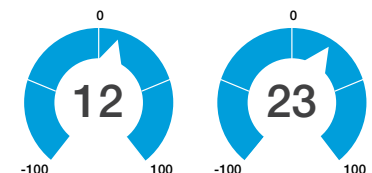
## UK

Agent-assisted -1 vs Self-service -4



## US

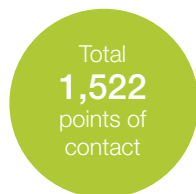
Agent-assisted 12 vs Self-service 23  
(up from 3 and -2 respectively in 2017)



# Consumers in Australia call a company to speak with a live rep more often than any other method for customer service

Phone, email and chat – all Agent-assisted – are the top 3 most utilized

Visiting the company website is the most utilized Self-service channel—and tied very closely to online chat



## Methods of Communication During Most Recent Experience (% of Experiences in which each method was mentioned)



QS4. In which of the following ways did you communicate or interact during this experience? (Respondents were allowed to check multiple methods for up to two experiences. Chart Base: 803 qs4selected\_1- qs4selected\_11: Total Base – 1,522 points of contact (by 803 respondents), Agent Assisted Channels= 1006 (66%) and Self Service Channels= 516 (32%)

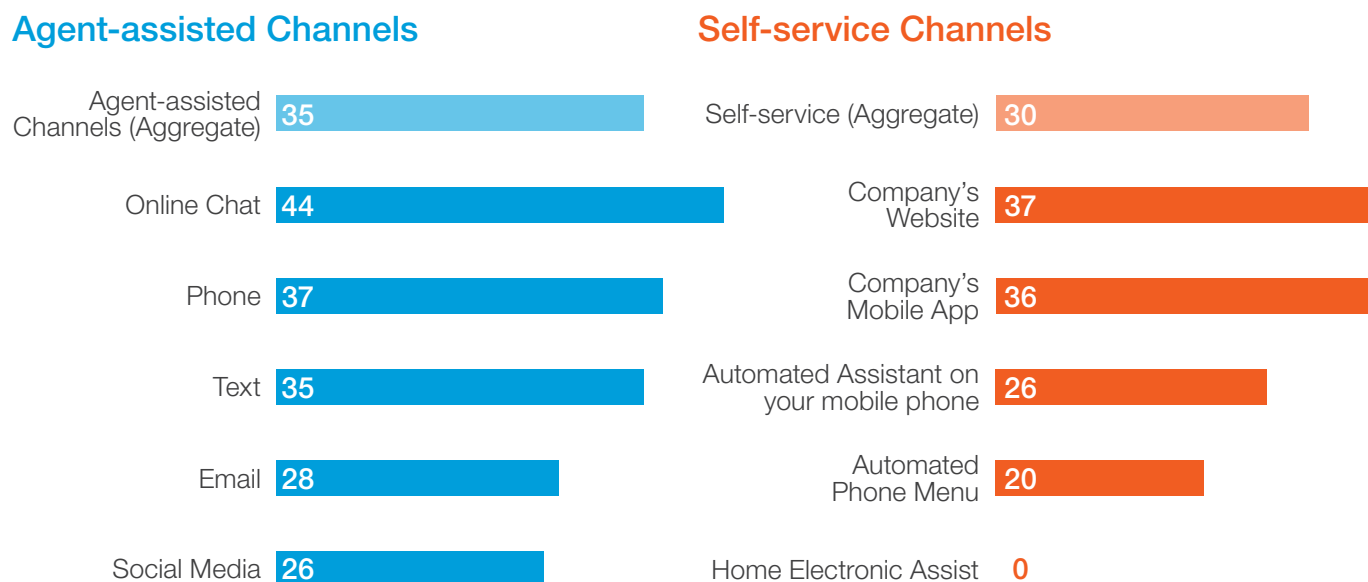
# Online chat scores highest satisfaction among all communication channels and customers are more satisfied with communication through Agent-assisted channels

Satisfaction with phone is lower in Australia than in the US and UK

In Self-service channels, customers are more satisfied using company's website or mobile app compared to other methods

Automated phone menu performed worst among all channels

**Satisfaction with Using each Method of Communication**  
(% Rating as 9/10 and Mean Scores)



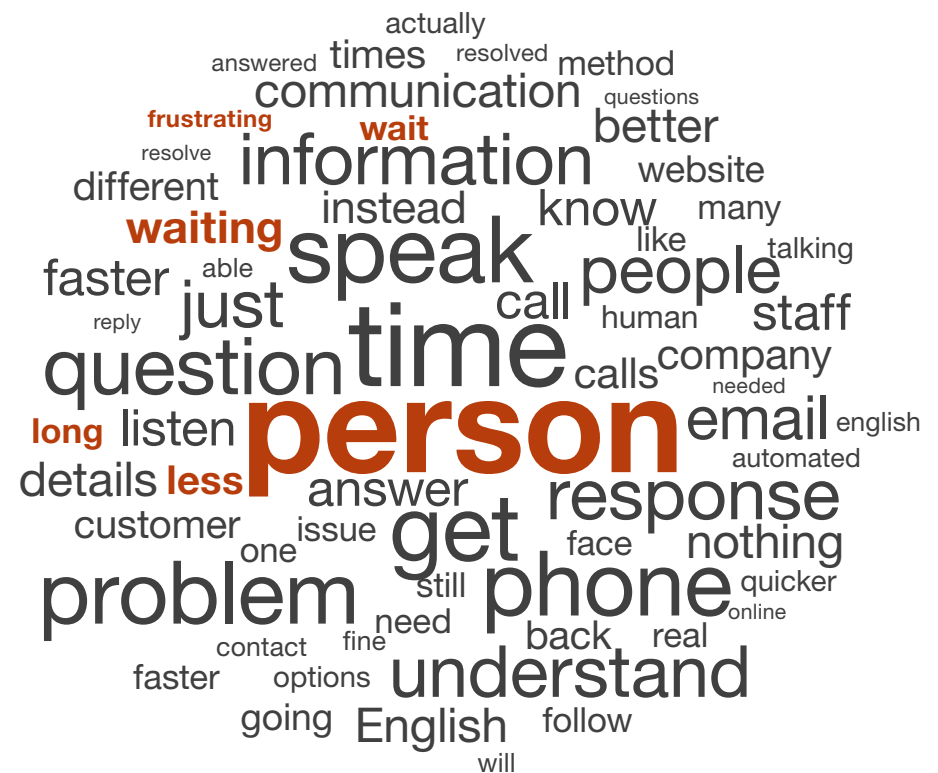
QCH1. Thinking about that recent customer service experience in the (INDUSTRY) industry where (CHANNEL), how satisfied were you overall with this method of communication during your experience?  
Unweighted Bases: Agent-assisted (428), Online Chat (108), Social (46), Phone (114), Email (110), text (46); Self-service (375) Automated Assistant on your mobile phone (53), Automated Phone Menu (104), Company's Mobile App (104), Company's Website (107), Home Electronic Assist (7)

Satisfied consumers used words such as quickly, easy, friendly, informative. For improvement, they suggested the need to talk to a person as well as eliminating the wait

Why Communication Methods are Good  
(Rated method as 9-10)



What Needs to Be Improved  
(Rated method as 1-8)



# Top preferred channels of communication are speaking to a live representative via phone, emailing the company and online chat

Company website is the 4th most often preferred channels

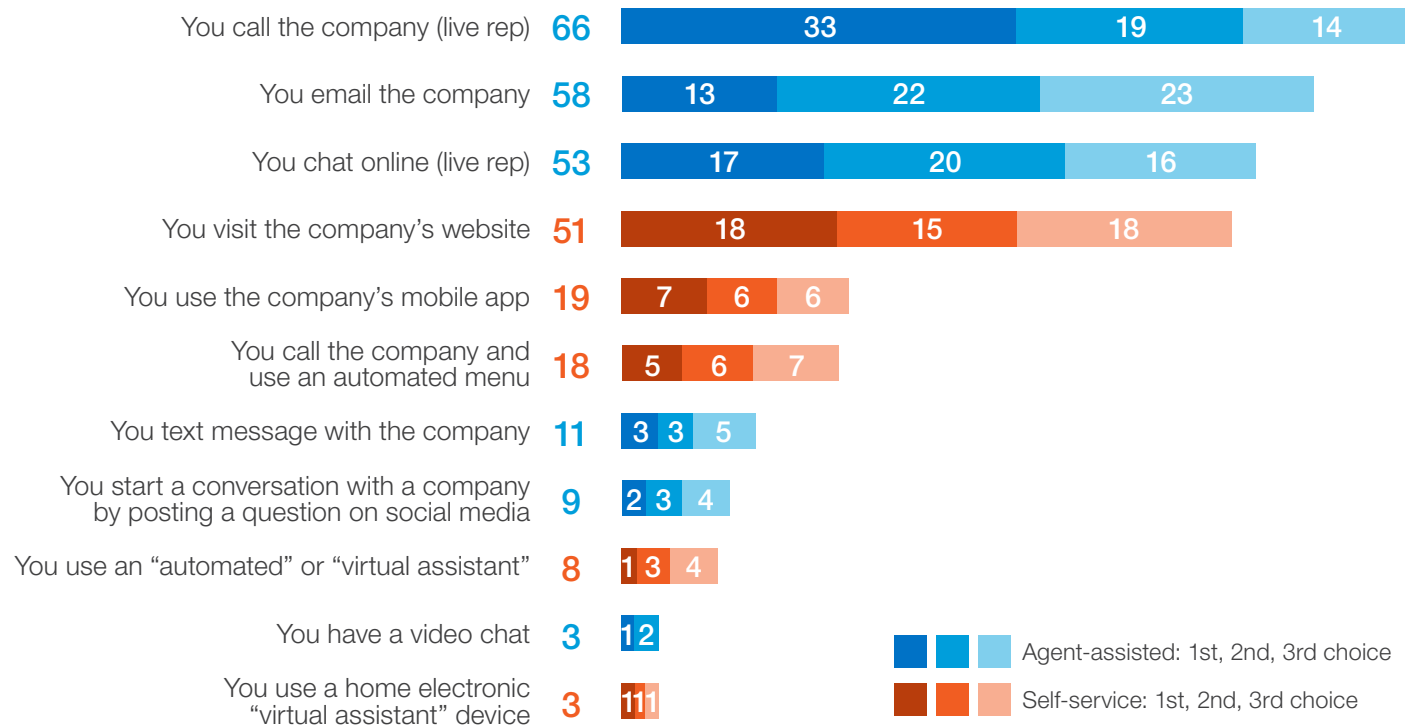
Outside of top 4, no other channel was preferred by more than 20% of consumers

## Preferred Channel Totals



## Channel Preference

(% Ranked as 1st, 2nd, 3rd)



QCP1. Of the ways in which you can interact with a company during a customer service experience, please rank your top three from the list below.  
Base: Total Respondents, n=803



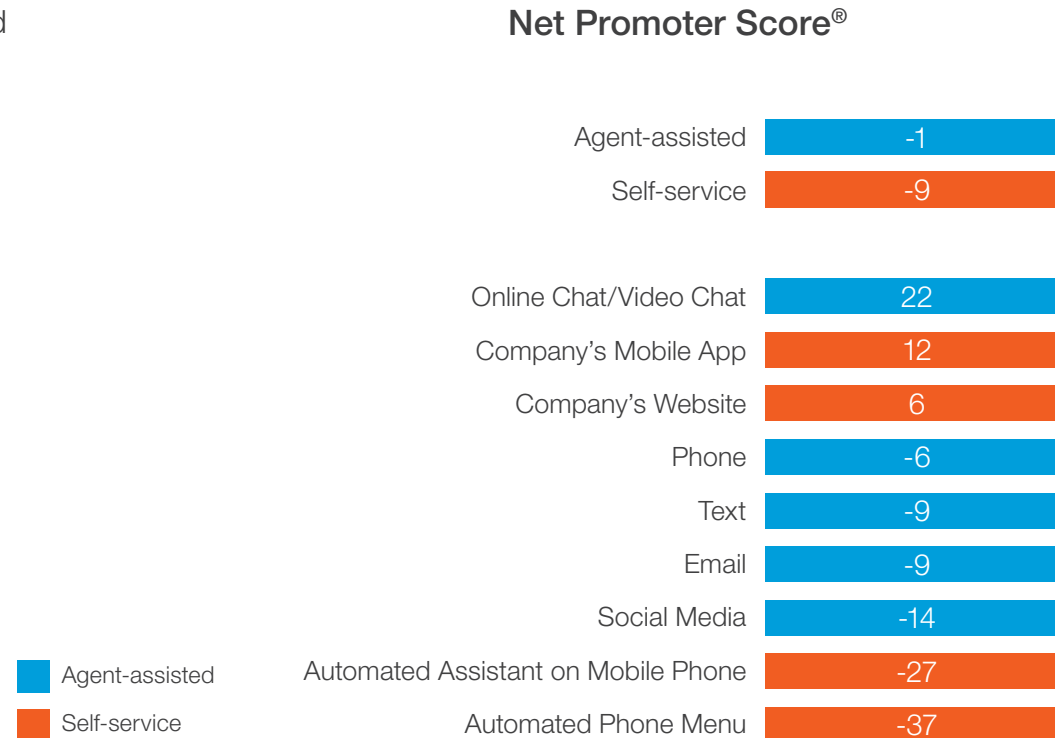
# Customers' want true omnichannel service; their strongest expectations are to be directed to the fastest channels and to have a seamless experience across channels



QCA\_01 - 10. For each of the statements below, indicate how strongly you agree or disagree.  
Base: Total Respondents, n=803

# Only 3 channels have a positive Net Promoter Score® in Australia: chat, mobile app and company website

Lowest NPS® are for automated phone menu and social media



QCH1x3. Based on the result of your experience in the (INDUSTRY) industry when (CHANNEL), how likely would you be to recommend that company to others, if asked by family, friends or colleagues?

2018 CX Transformation Benchmark

# United States Consumers 2018 Research

Including comparison with  
2017 Customer Experience Transformation Benchmark



**NICE** inContact



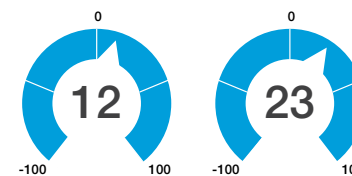
# US Major Findings – 2018 vs 2017

- In 2018, US consumers are still using phone most often, however phone declined to 53% from 66% of interactions while email doubled and chat tripled (since 2017).
- Self-service channel use as a whole in the US almost doubled, from 17 to 31%. Website use grew by two-thirds while mobile app use surged 5X, from three to 15%.
- Customers are more satisfied using phone and company's website compared to 2017. Automated phone menu improved in 2018 but still performed worst among all channels.
- Customer satisfaction with Agent-assisted channels overall is unchanged from 2017, Self-service satisfaction is up.
- Online chat scores highest satisfaction among all communication channels.
- Calling the company, chat and company website are the most preferred channels of communication overall. Preference for chat increased from 39% in 2017 to 53% in 2018.
- Net Promoter Score® is up significantly in 2018 for Agent-assisted and Self-service channels.
  - Agent-assisted improved by 9 points; Self-service improved by 25 points
  - Automated phone menu and email each improved (+19 and +9 points) but email still has a negative NPS® score

- Net Promoter Score® scores varied by country with significant differences:

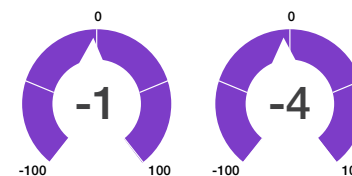
## US

Agent-assisted 12 vs Self-service 23  
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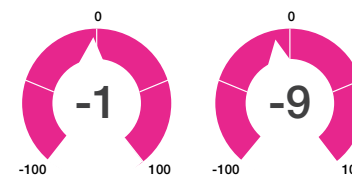
## UK

Agent-assisted -1 vs Self-service -4



## Australia

Agent-assisted -1 vs Self-service -9

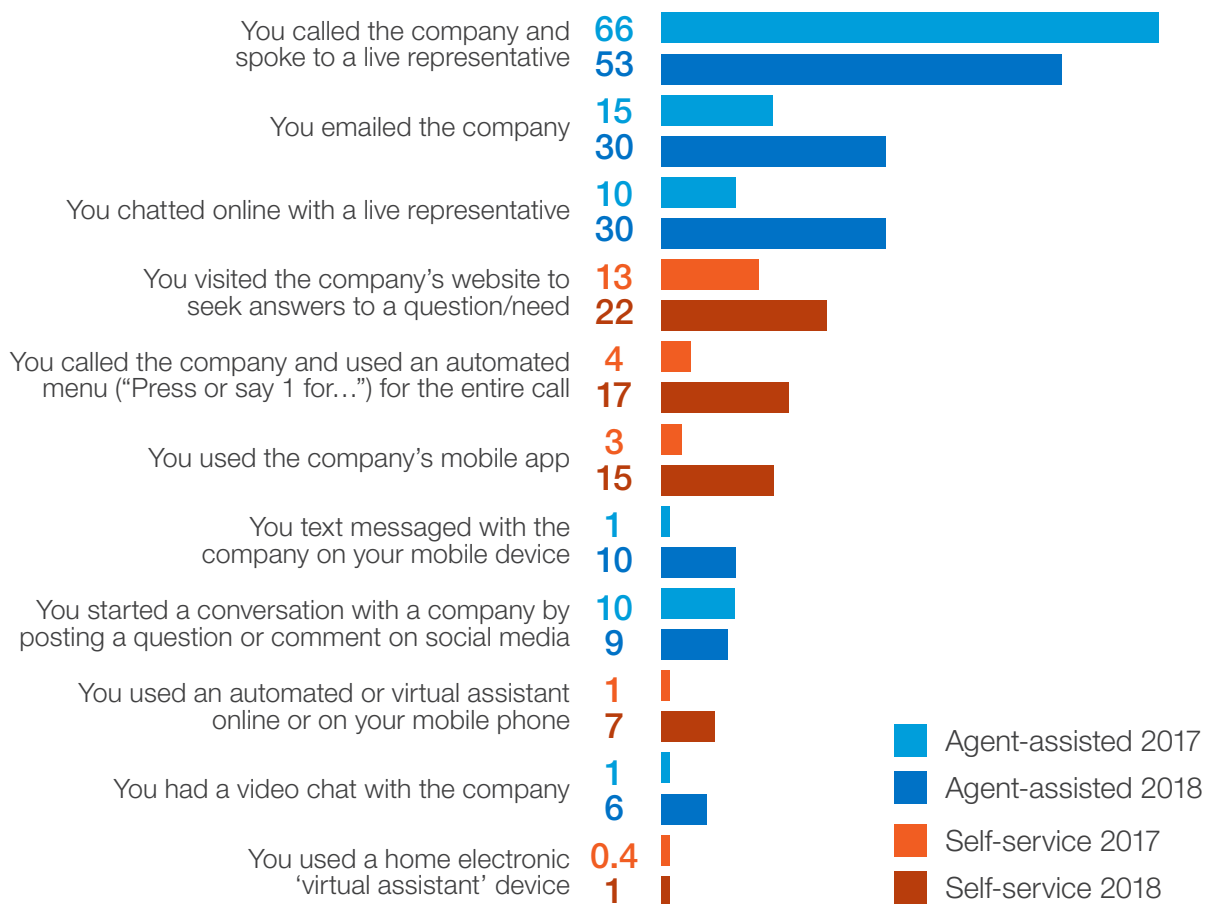


# In 2018, US consumers are still using phone most often, however phone declined to 53% of interactions while email doubled and chat tripled

Self-service use almost doubled from 17% in 2017 to 31% overall in 2018 including large increases in visiting company's website, using automated phone menu and a company's mobile app



**Methods of Communication During Most Recent Experience**  
(% of Experiences in which each method was mentioned)

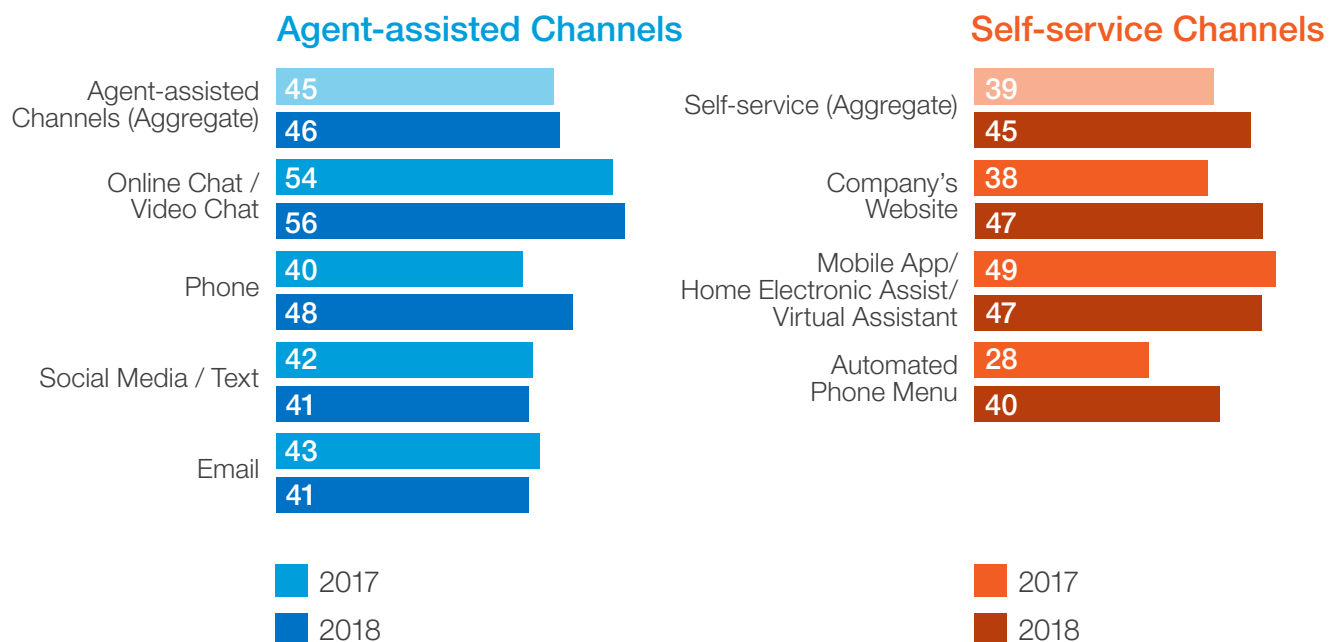


# In 2018, satisfaction with Agent-assisted channels overall is unchanged from 2017, Self-service is up

Customers are more satisfied using phone and company's website compared to last year

Automated phone menu improved in 2018 but still performed worst among all channels

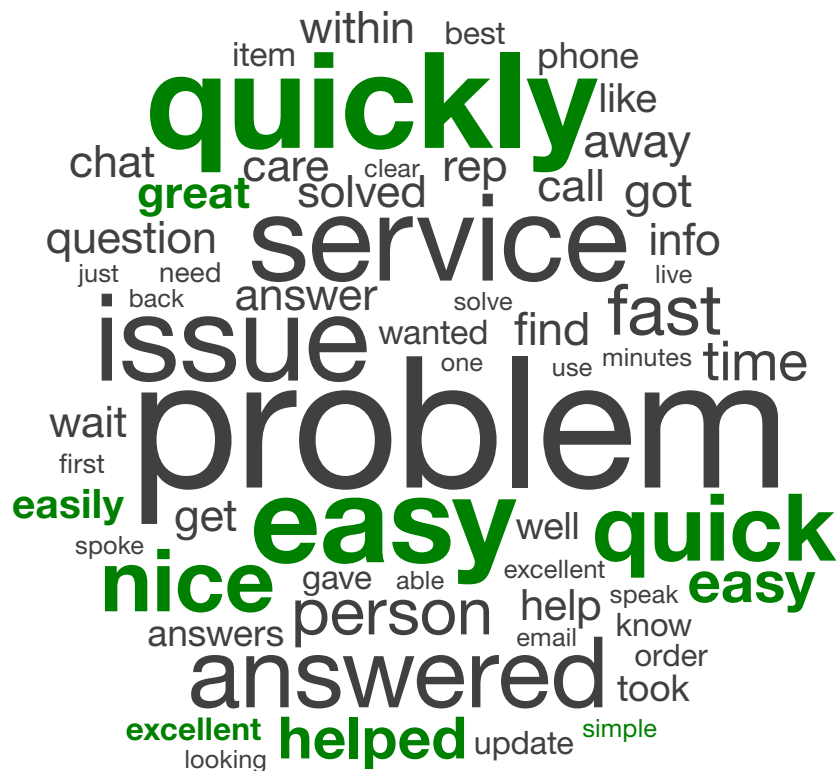
Satisfaction with Using each Method of Communication  
(% Rating as 9/10)



QCH1. Thinking about that recent customer service experience in the (INDUSTRY) industry where (CHANNEL), how satisfied were you overall with this method of communication during your experience?  
Unweighted Bases: Agent-assisted (426), Online/Video Chat (106), Phone (115), Email (113), Social Media/ Text (92); Self-service (376), Automated Phone Menu (105), Mobile App/Home Electronic Assist/virtual Assistant (166), Company's Website (105)

# Customers satisfied with their service experience say the channel is easy, quick, fast, simple

Why Communication Methods are Good  
(Rated method as 9-10)



What Needs to Be Improved  
(Rated method as 1-8)



QCH2\_1. And what was particularly good about that method of communication that led you to give that rating? Base: Rated Communication method as 9-10, n=285  
QCH2\_2. And what about that method of communication could be improved so that next time you would be more satisfied? Base: Rated communication method as 1-8, n=435

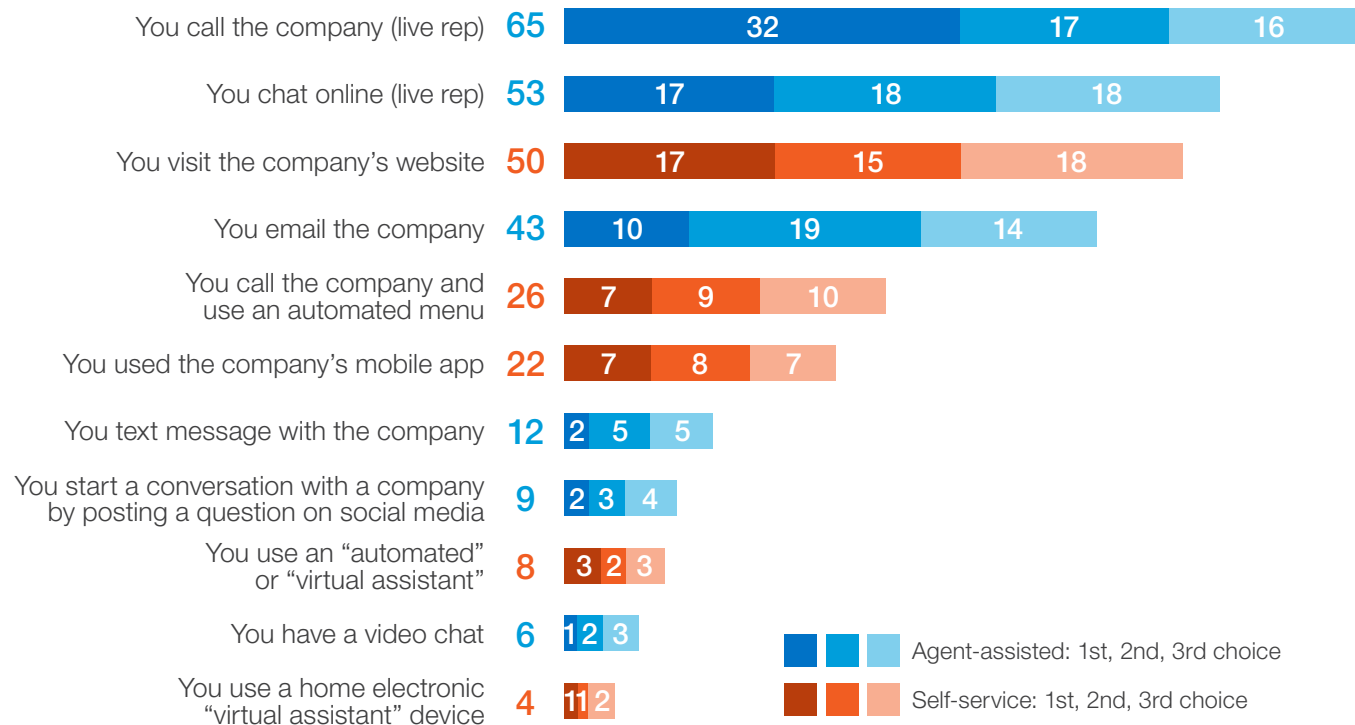
# Calling the company to speak with a live rep is the most preferred channel followed by chat, website and email

## Preferred Channel Totals



## Channel Preference

(% Ranked as 1st, 2nd, 3rd)



QCP1. Of the ways in which you can interact with a company during a customer service experience, please rank your top three from the list below.  
Base: Total Respondents, n=802



# Preference for chat and other digital channels increased in 2018 while phone is down since 2017

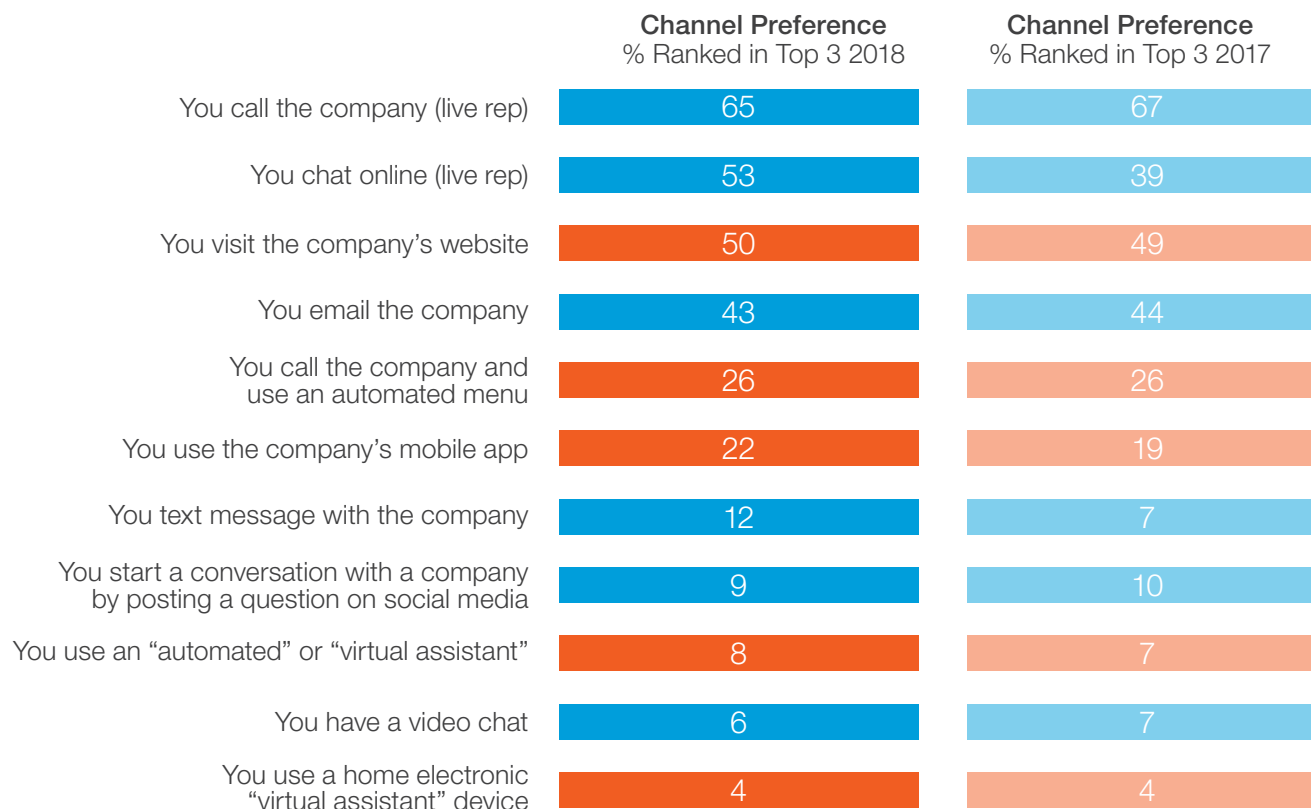
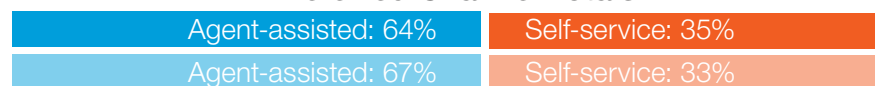
Preference for phone is down slightly, but still the most preferred channel

Chat increased to 53% preferred (vs 39% in 2017)

Preference for company's mobile app and text message both increased in 2018

## Change in Channel Preference: 2018 vs 2017 (% Ranked as 1st, 2nd, 3rd)

### Preferred Channel Totals



# Customers' want true omnichannel service; their strongest expectations are to be directed to the fastest channels and to have a seamless experience across channels



QCA\_01 - 10. For each of the statements below, indicate how strongly you agree or disagree.  
Base: Total Respondents, n=802

# Net Promoter Score® is up significantly in 2018 for Agent-assisted and Self-service channels in the US

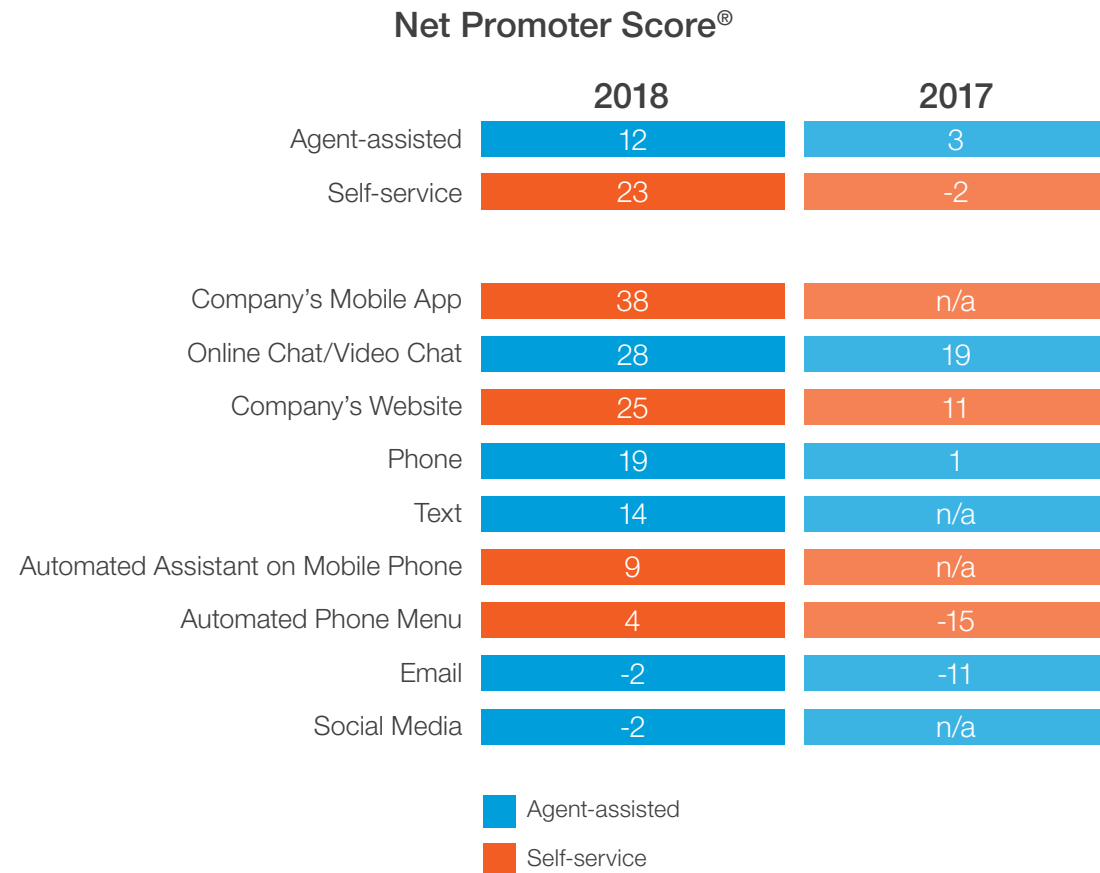
Agent-assisted improved by 9 points; Self-service improved by 25 points

Automated phone menu and email each improved (+19 and +9 points) but email still has a negative NPS® score

2018 Self-service channels lead Net Promoter Score® compared to Agent-assisted, with almost double NPS®

Company’s mobile app, online/ video chat and company’s website interactions have notable NPS® of 38, 28 and 25, respectively

NOTE: not all channels available for year-over-year comparison (i.e., mobile app, social media, text)



QCH1x3. Based on the result of your experience in the (INDUSTRY) industry when (CHANNEL), how likely would you be to recommend that company to others, if asked by family, friends or colleagues?

2018 CX Transformation Benchmark

# United Kingdom Consumers 2018 Research



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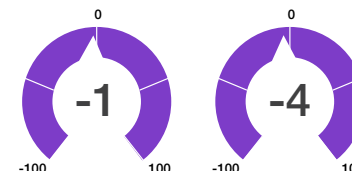
# United Kingdom Major Findings

- Consumers in the UK call a company to speak with a live rep more often than any other method for customer service.
- UK consumers rely more on email than other countries.
- Customers are more satisfied with communication through Agent-assisted channels.
- Online chat scores highest satisfaction among all communication channels.
- Calling the company, email and online chat are the most preferred channels of communication overall.
- Only a few channels have a positive NPS® with range from -43 to +25.
- Company's mobile app and online chat received the highest NPS® scores, 25 and 16.
  - Automated phone menu, email and social media received the lowest

- Net Promoter Score® scores varied by country with significant differences:

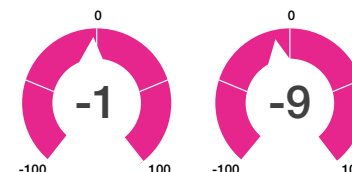
## UK

Agent-assisted -1 vs Self-service -4



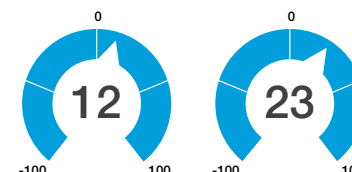
## Australia

Agent-assisted -1 vs Self-service -9



## US

Agent-assisted 12 vs Self-service 23  
(up from 3 and -2 respectively in 2017)



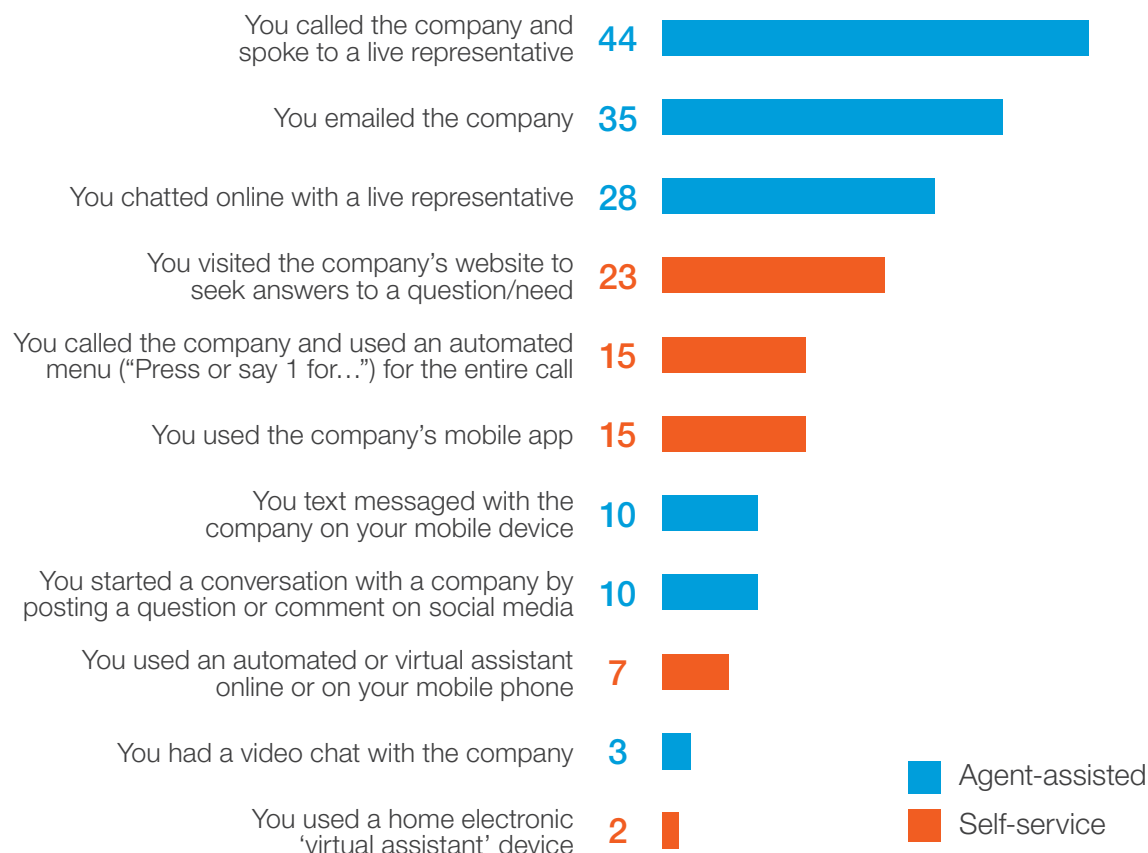
# Consumers in the UK call a company to speak with a live rep more often than any other method for customer service

Phone, email and chat – all Agent-assisted – are the top 3 most utilized

Visiting the company website is the most utilized Self-service channel



## Methods of Communication During Most Recent Experience (% of Experiences in which each method was mentioned)



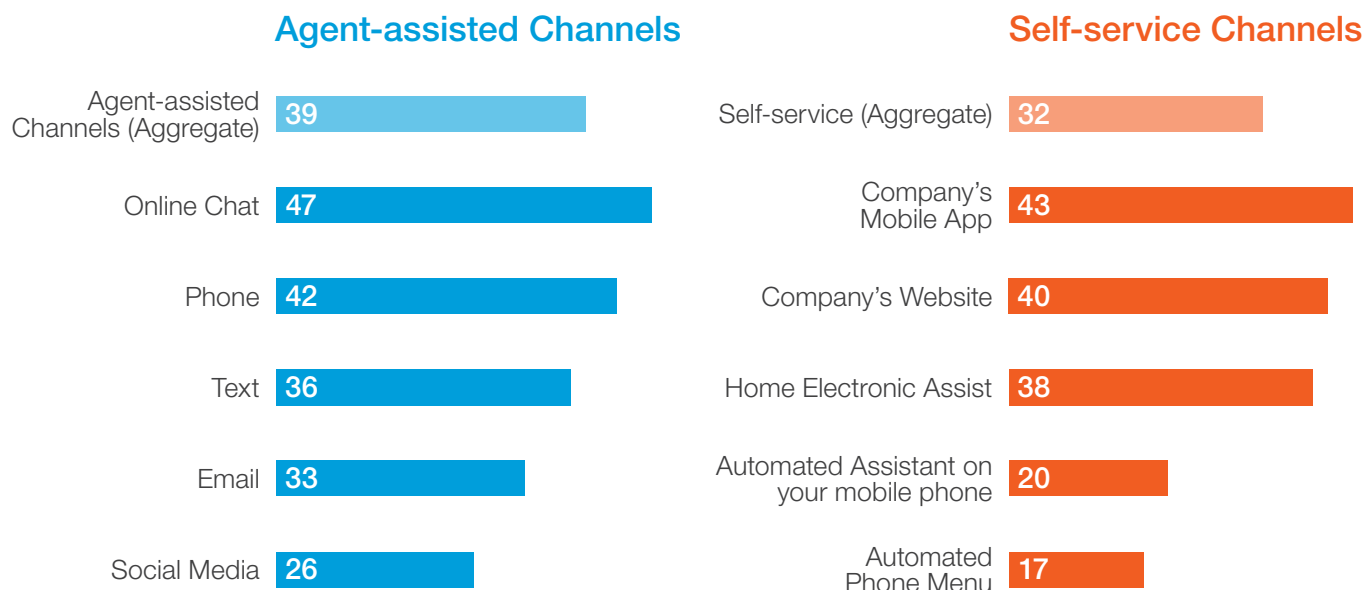
QS4. In which of the following ways did you communicate or interact during this experience? (Respondents were allowed to check multiple methods for up to two experiences. Chart Base: 802 qs4selected\_1- qs4selected\_11: Total Base – 1,540 points of contact (by 802 respondents), Agent Assisted Channels= 1049 (68%) and Self Service Channels- 491 (32%)

# Online Chat scores highest satisfaction among all communication channels and customers are more satisfied with communication through Agent-assisted channels

In Self-service channels, customers are more satisfied using company's mobile app as a method of communication

Automated phone menu performed worst among all channels

Satisfaction with Using each Method of Communication  
(% Rating as 9/10 and Mean Scores)



QCH1. Thinking about that recent customer service experience in the (INDUSTRY) industry where (CHANNEL), how satisfied were you overall with this method of communication during your experience? Unweighted Bases: Agent-assisted (435), Online Chat (110), Social (50), Phone (112), Email (111), text (52); Self-service (367), Automated Assistant on your mobile phone (49), Automated Phone Menu (102), Company's Mobile App (101), Company's Website (102), Home Electronic Assist (13)





# Calling the company, email and online chat are the most preferred channels of communication overall

Company website is the 4th most often preferred channels

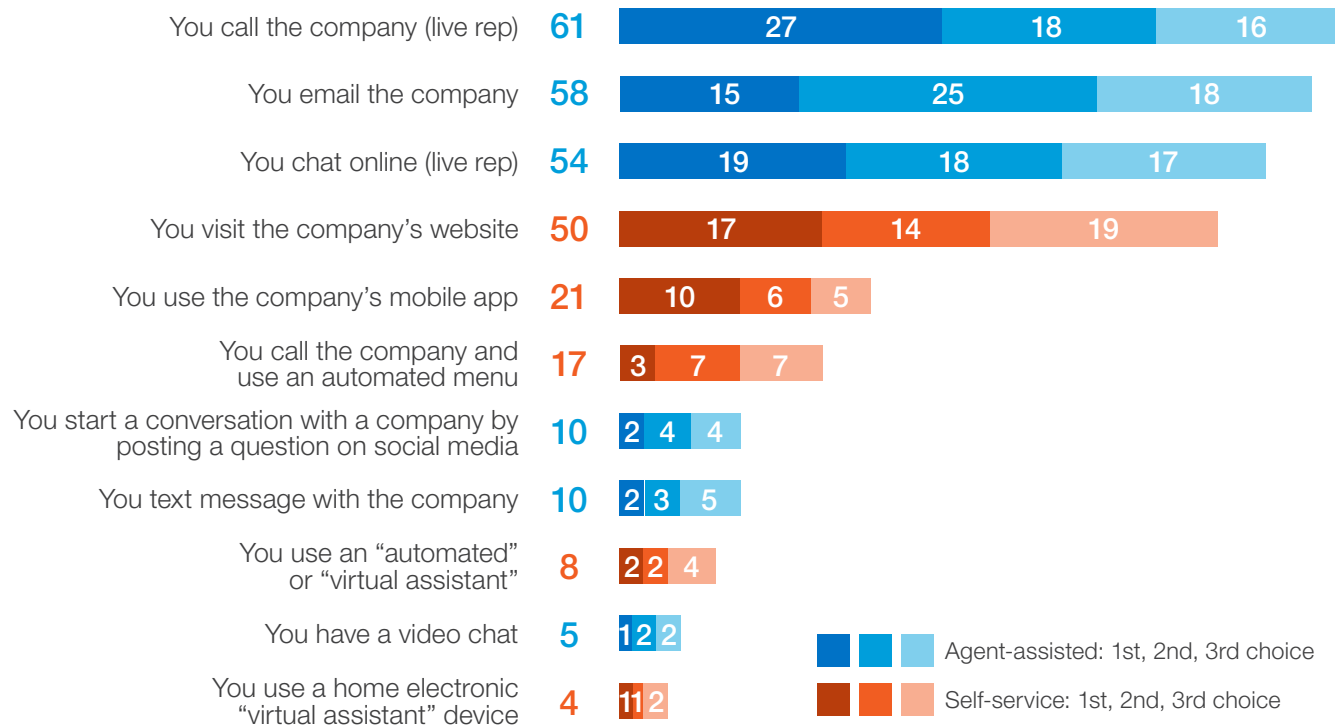
Outside of top 4, no other channel was preferred by more than 25% of consumers

## Preferred Channel Totals



## Channel Preference

(% Ranked as 1st, 2nd, 3rd)



QCP1. Of the ways in which you can interact with a company during a customer service experience, please rank your top three from the list below.  
Base: Total Respondents, n=802

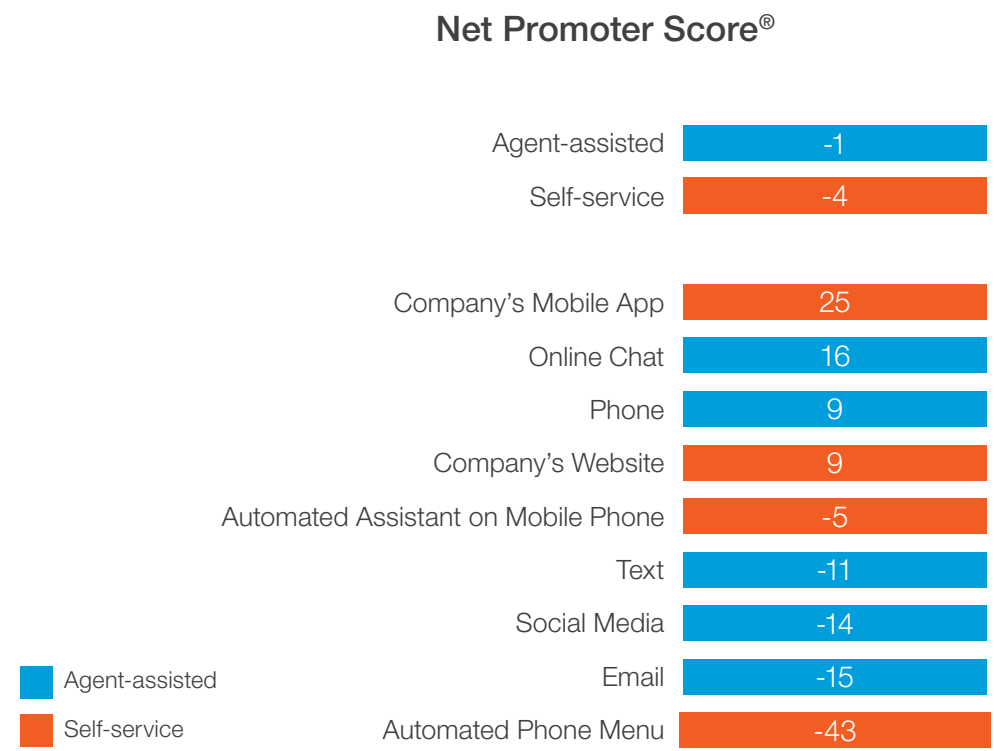
# Customers' want true omnichannel service; their strongest expectations are to be directed to the fastest channels and to have a seamless experience across channels



QCA\_01 - 10. For each of the statements below, indicate how strongly you agree or disagree.  
Base: Total Respondents, n=802

# Only 4 channels have a positive Net Promoter Score® with range from -43 to +25.

Company's mobile app and online chat received the highest scores whereas automated phone menu, email and social media received the lowest



QCH1x3. Based on the result of your experience in the (INDUSTRY) industry when (CHANNEL), how likely would you be to recommend that company to others, if asked by family, friends or colleagues?

## 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](http://www.niceincontact.com)

### More Resources

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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