

### 1. Meet digital demands.

2 of 3 key consumer generations favor digital service over voice. Only 10% of companies claim to do it well<sup>1</sup>. Gain an early edge by providing quality, digital-first CX now.

#### Prefer digital over voice:



Gen Z  
90%



Millennials  
84%



Gen X  
49%

### 2. Let customers call the shots.

Let them choose how & when to connect, using their favorite digital channels. 90% of customers reward orgs. offering the most channels.

#### Favorite easy-to-use channels:



Private social  
msg. (DM)



Online Chat



Email



Text

### 3. Keep channel hoppers happy.

93% of customers want seamless CX, but 73% aren't getting it. Make it easy for customers to move conversations across channels & pick up where they left off.

### 4. Evolve how you resolve.

Customers and agents want fast, first-contact resolutions. Look at trends on which channels & methods work best.



# Forecasted Interactions  
Successful FCR by phone  
Successful FCR by chatbot

▲ 62% next 2 yrs.  
▼ 10% YOY  
▲ 15% YOY

### 5. Personalize connections.

While customers are using AI and bots more (and reporting increased FCR), 46% of them will transfer from bot to agent before the chat's over.

### 6. Simplify their lives & customers will reward you.

Great service can build brand loyalty among 81% of customers & turn 87% of them into advocates.



#### The CX Effect on Young Consumers:

**55%** will pay more for great CX  
**62%** will share on social  
**81%** will recommend on social

For even more digital service trends, download the new CX Transformation Benchmark Report.

[Click to get your copy](#)

<sup>1</sup> Dimension Data, 2019 CX Benchmark

All other data: NICE inContact, 2019 CX Transformation Benchmark, Global Consumers