

Part three

The Autonomous Customer 2013



Consumers say organisations still struggle to link channels

1:2 say they constantly change the way they deal with organisations



only **17%** say organisations make it easy to switch between different channels



91%

Organisations should make phone number clearer on all channels



94%

Want to e-mail same agent spoke to

% using channel to communicate with organisations

77% phone

64% store

59% internet self-service

23% web chat

20% Twitter and Facebook



2:3

Find it difficult to switch from one means of communication to another without having to start the whole process again



97%

out of stock products in store should be ordered for home delivery



74%

Want to choose where to return products to/from



What do consumers want from customer contact?



CALL CENTRES

- 84%** Phone number is free
- 80%** Told how long they will need to wait in call queue
- 78%** Call answered in 20 seconds
- 55%** Call centre agent knows what internet page I'm on



SMARTPHONES

- 48%** Texts are replied to within one hour
- 38%** No more than three 'push notifications' from an App each month
- 32%** Can contact an org directly through smartphone App



INTERNET SELF SERVICE

- 59%** Web chat support is near instant
- 37%** One-way video chat is available to contact organisations
- 72%** Emails are replied to within three hours



STORES

- 63%** No more than three people in a shop queue to buy something



SOCIAL MEDIA

- 34%** Receive a response within 15 minutes through social media sites i.e. Facebook/Twitter



ONLINE COMMUNITY SCHEME

- 47%** Easily join an online community



Consumers want the right type of personalisation

65%

like it when organisations notice they have a problem

1:6

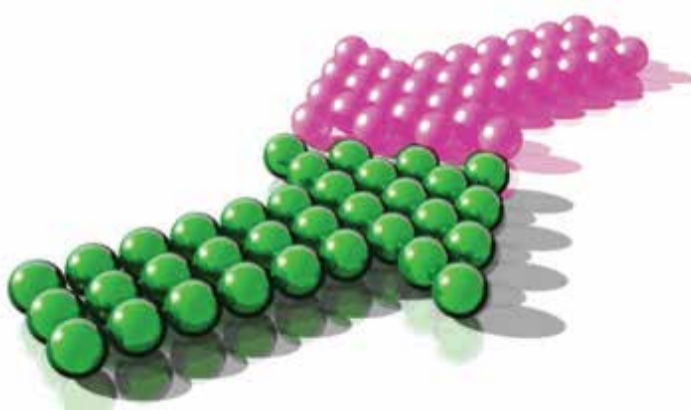
say their Facebook ads are tailored

2:3

worry about security when dealing with organisations online

60%

say the more information they give the better customer service expected



only **1:3**

like the way ads on web pages are tailored because of cookies

2:3

expect information they give in one place (eg via website) to be available in another (eg shop, App or call centre)

3:4

are suspicious about the data companies collect after visiting their website

Sources:

Davies/Hickman (2013), The Autonomous Customer 2013, BT/Avaya research.