

Part four

The Autonomous Customer 2013



9 in 10 consumers want support while online



45%

prefer to deal with organisations over the internet than the phone (43% in 2010)



43%

prefer using e-mail/website even when dealing with complex queries (up from 37% in 2010)

When you have problems with internet self-service which help would you prefer?



Phone	64%	68%
Email	54%	49%
Call me button	28%	23%
Web chat	23%	32%
Video chat	19%	19%
Website FAQs	14%	16%
Online virtual agent	12%	14%



Providing support to customers when things go wrong, will grow:

68% would like web chat offered while I'm on the internet

89% want my questions answered by a real person on phone/web chat while



Agents in contact centres need help to deal with today's consumer

Consumers often or sometimes struggle with agents...



58%

Have got better help from other consumers than agents



2:3

Have a better call if agent has same interests as me



79%

Agents have struggled to answer my queries



85%

Put me on hold as they don't know what to say



70%

Often I know more about the problem than the agent



2:3

Agents haven't known what's on their website

71%

If I don't get the answer, I call another agent

86%

Happy to be transferred to someone trained to answer complicated questions

94%

Want to e-mail same agent as spoken to



Sources:

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