

# The Autonomous Customer 2013

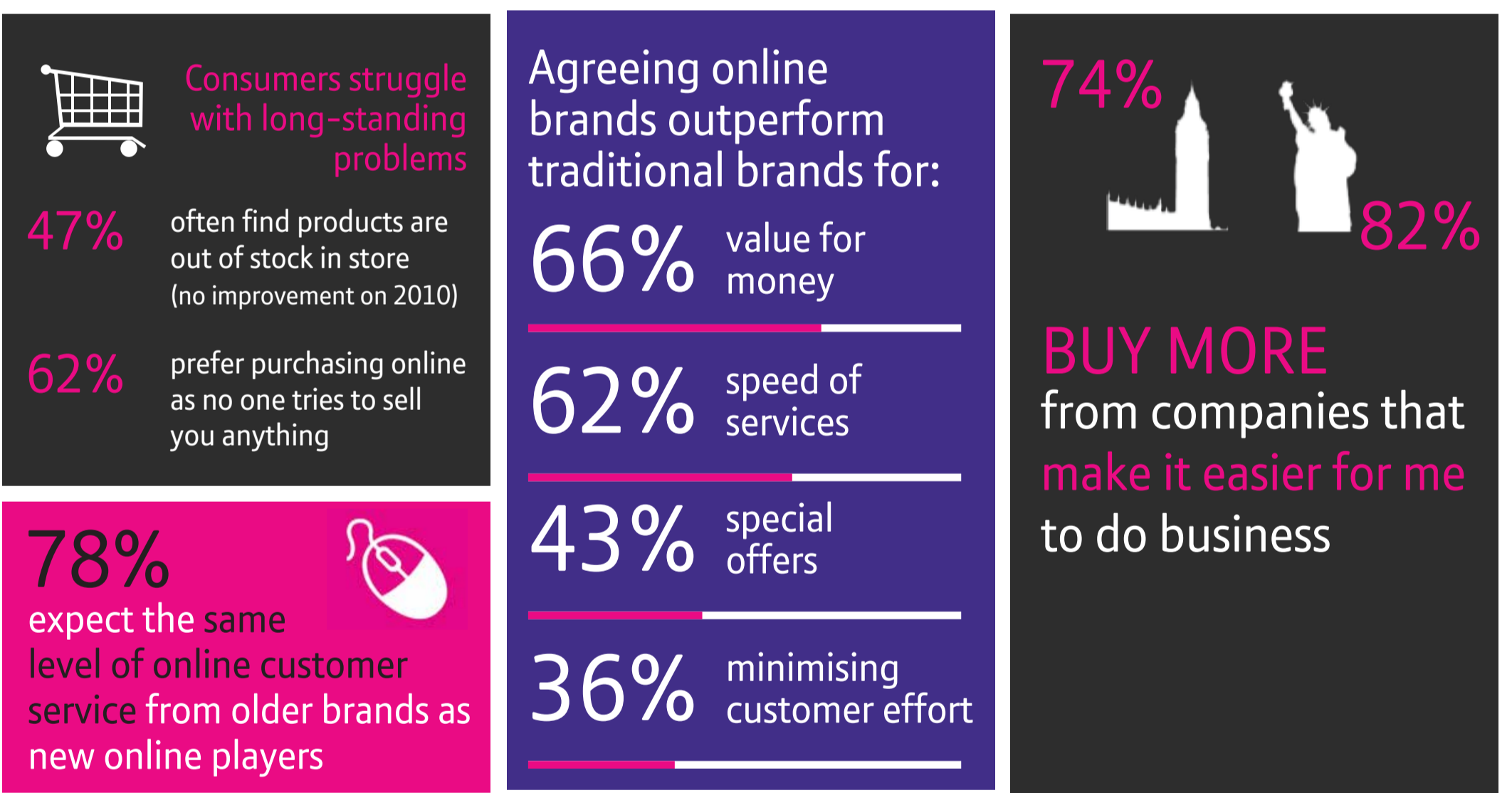
## Phone service still #1



But customer demand is becoming more complicated...



Online brands have transformed consumers' expectations of value and service



Pricing transparency means brands need to improve service and reduce cost

### THE CHALLENGE TO LOYALTY:

- 85%** Always shop around to get best prices (82% 2010)
- 52%** Download online vouchers (34% in-store)
- 44%** Say loyalty to companies is a thing of the past (50% UK)
- 40%** Happy to buy from website overseas

The right proposition at lower cost

- PRICE**
- BRAND**
- PRODUCT**
- SERVICE**

**1 IN 3** say convenience is more important than price

**36%** gap between online and in-store prices has reduced  
**70%** use loyalty schemes actively  
**44%**



### Sources:

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