The Autonomous Customer 2013

Phone service still #1

But customer demand is becoming more complicated...



Phoned call centre last month (56% 2010)



Try to find a head office number to bypass the call centre It takes too long to identify me

2 in 3

Worry about security over the phone



Calls are more complex



Ask to speak to a senior manager

69%

Often asked to repeat account details on the same call



Organisations should call me back when they say they will



Prefer phone to web FAQs (58% 2010)

(i) 3:4

Ask for the agent's name to report them

Want voice biometrics for speed

1 in 2

83%

Say they call when the lines are less busy



Online brands have transformed consumers' expectations of value and service



ER

Pricing transparency means brands need to improve service and reduce cost

THE CHALLENGE TO LOYALTY:

85% Always shop around to get

The right proposition at lower cost PRICE BRAND PRODUCT SERVICE



- 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

important than price 36% gap between online and in-store prices has reduced

70% 44% 44% use loyalty schemes actively

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

