Part four The Autonomous Customer 2013



9 in 10 consumers want support while online



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



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



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



would like web chat offered

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%

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...



Agents have struggled

to answer my queries

Often I know more

about the problem

than the agent

Sources:

79%



Have a better call if agent has same interests as me

√ × 85%

Put me on hold as they

don't know what to say

Agents haven't known

what's on their website

2:3



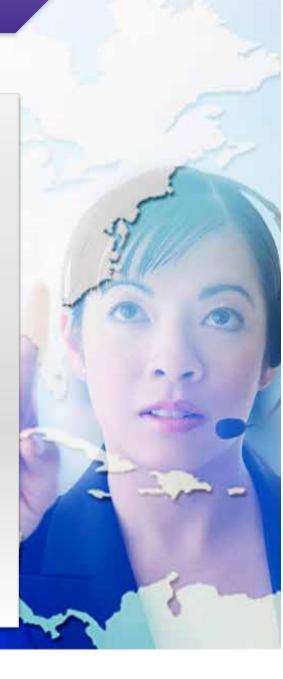
If I don't get the answer, I call another agent

86%

Happy to be transferred to someone trained to answer complicated questions

94%

Want to e-mail same agent as spoken to



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

